

MMPM-004

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA (OL)/ Master of Business
Administration (Marketing Management) (MBAMM)/Post
Graduate Diploma in Marketing Management (PGDIMM)**

ASSIGNMENT

For

January 2025 and July 2025 Sessions

MMPM-004: INTERNATIONAL MARKETING

**(Last date of submission for January 2025 session is 30th April, 2025
and for July 2025 sessions is 31st October, 2025)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI 110068**

ASSIGNMENT

Course Code	:	MMPM-004
Course Title	:	International Marketing
Assignment Code	:	MMPM-004/TMA/JAN/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study center. Last date of submission for January 2025 session is 30th April, 2025 and for July 2025 session is 31st October, 2025.

1. Explain the nature and benefits of International Marketing?
2. How is the WTO different from the GATT? What roles is the WTO expected to play in International Marketing?
3. Briefly Explain the various combinations of Product and Communication strategies available to global marketers?
4. Discuss the role of Social, Ethical and Environmental issues in International Marketing?
5. Write short notes on the following
 - a) International Marketing Research Process
 - b) Components of Price
 - c) IMF