

**MS-64**

**Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
(January to June)  
2021**

**MS – 64: International Marketing**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>MS - 64</b>
<b>Course Title</b>	<b>:</b>	<b>International Marketing</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-64 /TMA/SEM - I/2021</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Note:** Attempt all the questions and submit to the coordinator of your study centre on or before 30<sup>th</sup> April, 2021.

1. An organization presently operating in domestic market only wants to go international. Advise the organization regarding various options available to reach foreign markets.
2. Explain the various product – communication strategies available to an international marketer, giving suitable examples.
3. “Conducting marketing research across different parts of the globe poses different issues and challenges”. Do you agree with the statement? Discuss with the help of suitable examples.
4. Explain the contents and significance of the following documents:
  - (a) Bill of lading
  - (b) Letter of credit
5. Why is an understanding of different cultures important to an international marketer? Discuss with the help of suitable examples.
6. What do you understand by the term ‘political risk’? Discuss the strategies for management of political risk at the pre-investment stage.