

**Management Programme**

**ASSIGNMENT  
For  
January 2022 and July 2022 sessions**

**MS – 64: International Marketing**

**(Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022  
and for July 2022 session is 31<sup>st</sup> October, 2022)**



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

## ASSIGNMENT

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<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/JAN/2022</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022 and for July 2022 session is 31<sup>st</sup> October, 2022.**

1. What are the reasons that promote international business concerns to invest in foreign lands? Discuss.
2. Enumerate the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager?.
3. Briefly explain the EPCG scheme as envisaged in the current Export Import Policy.
4. What are the relative advantages of standardization/adaptation of an international advertising programme.
5. Outline the procedure for conducting international marketing research, giving suitable example.