

MS - 64

Management Programme

ASSIGNMENT
For
January 2023 and July 2023 Sessions

MS - 64: International Marketing

**(Last date of submission for January 2023 session is 30th April, 2023
and for July 2023 sessions is 31st October, 2023)**



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

ASSIGNMENT

Course Code	:	MS - 64
Course Title	:	International Marketing
Assignment Code	:	MS - 64/TMA/JAN/2023
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2023 session is 30th April, 2023 and for July 2023 session is 31st October, 2023.

1. The EPRG framework has implications on the strategy formulation process. Explain with help of example in the India context.
2. What do you understand by the term political risk? In your opinion is it country specific or firm specific or both? Elaborate giving examples.
3. What are the different parties in a letter of credit? Explain the step-by-step procedure of realising export proceeds.
4. Why do you think a company should or should not market the same product in the same way around the world? Explain with the help of suitable examples.
5. With the help of an example explain how a marketing manager can use "country attractiveness / competitive strength" matrix to define the direction of growth for the organisation.