

MMPM-004

Master of Business Administration

ASSIGNMENT

For

January 2023 and July 2023 Sessions

MMPM-004: 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

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| Course Code | : | MMPM-004 |
| Course Title | : | International Marketing |
| Assignment Code | : | MMPM-004/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. Distinguish between international and domestic marketing with suitable examples.

2. What role has technology played in international marketing? Discuss with the help of examples.

3. What are the dominant elements of an integrated marketing plan? Do you think that standard promotional tools such as coupons, premiums, etc. will be equally effective in international markets? Discuss.

4. What factors make controlling international operations more complex than controlling domestic marketing activities? Explain with the help of a specific example.

5. Write short notes on following
 - a) Environmental concerns in international marketing
 - b) Cultural influence on business negotiations
 - c) WTO