

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**

ASSIGNMENT

For

January 2024 and July 2024 Sessions

MMPM-004: INTERNATIONAL MARKETING

**(Last date of submission for January 2024 session is 30th April, 2024
and for July 2024 sessions is 31st October, 2024)**



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-004
Course Title	:	International Marketing
Assignment Code	:	MMPM-004/TMA/JAN/2024
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 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. Explain the different forms of 'regional economic groupings' giving suitable examples.
2. What is culture? Is it important for international marketers to take account of it, or is globalization going to make it a thing of the past?
3. Briefly explain the components of international advertising strategy. What are the advantages and disadvantages of standardization of international advertising programme?
4. Describe the techniques available for survey research (field research)? Discuss the errors of primary data collection in case of international marketing research.
5. Write short notes on following:
 - a) Role of Technology in international marketing
 - b) International distribution channels.
 - c) GATT