**SESSION AUG/SEP 2022**

**PROGRAM BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DBB2205 – INTERNATIONAL MARKETING**

**CREDITS 4**

**Assignment Set – 1**

**1. Explain the concept of International Marketing. Also, to detail difference between Domestic and International Marketing, add suitable examples to support your answer.**

**Ans:** **Definition:** “International marketing is defined as the performance of business activities designed to plan, price, promote and direct the flow of a company’s goods and services to customers or users, in more than one nation, for a profit”. – Philip R Cateora.

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**2. Write a detailed note on Economic Environment to International Marketing. Also, to discuss constituents of Economic Environment in detail.**

**Ans:** The economic environment of the market, apart from other factors like political stability etc., affects businesses in many ways. This is because the economy of a country affects the businesses directly.

When a company

**3. Detailed the concept of Sampling. Further to explain the various methods of Sampling include suitable examples to support your answer.**

**Ans:** Sampling becomes inevitable while conducting market research whenever the size of the population (number of units to be studied) is very large and unmanageable. In many market research, data is collected from a representative sample and not from each and every unit of the entire population. Only

**Assignment Set – 2**

**4. Discuss the concept of Packaging &amp; labelling, while explaining the functions and importance of Packaging.**

**Ans: Packing** (also known as transport packing) stands for the protective covering used for transportation of goods by road, air, or sea. On the other hand, packaging refers to the package in which the

**5. Explain the concepts of Personal Selling. Detail the importance, advantages, and disadvantages of Personal Selling.**

**Ans:** According to Stanton, “personal selling is the personal communication of information to persuade prospective customer to buy something – a product, service, idea or something else. This is in contrast to the mass, impersonal communication of advertising, sales promotion and or

**6. Write a detailed note on Exporting along with its types while explaining its advantages and disadvantages include suitable examples to support your answer.**

**Ans: Exporting Export** is the process of producing goods in one country and selling to consumers of other countries. It can also be called the most traditional method of entering a foreign market. It has made world integration fast resulting in greater world economic integration. An