**SESSION AUG/SEP 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DMKT404– INTERNATIONAL MARKETING**

**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:** The concept of International Marketing primarily involves an application of marketing tools and techniques to develop and manage trade across international boundaries. In its simplest meaning, the principle of international marketing is based upon understanding consumer needs in global markets. Therefore, the traditional definition of a successful marketing programme

**2. Write a detailed note on different International Market Entry Strategies.**

**Ans:** Once we know about the various entry modes, one has to decide an entry mode best suited for the firms’ requirements in the international markets. Entry modes may vary from company to company or even for a single company depending upon a variety of factors as discussed bel

**3. What is the Scope of International Marketing Research? Elaborate International Marketing Research Process.**

**Ans:** International marketing research has a broader scope than domestic research as it deals with multi-country research. Effective international marketing strategies are made with the help of an in-depth understanding of the market environment of the business. Managers will need additional information to compensate for the lack of familiarity with the foreign environment

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**Assignment Set – 2**

**4. What is International Logistics Planning? Discuss the challenges of International Distribution and Logistics?**

**Ans:** International logistics refers to planning and implementation of a system for the flow of goods and services from a producer to the ultimate customers across the borders. It includes both materials management and physical

**5. State the various documents required in export.**

**Ans:** The export order is to be executed with great care as it is a complex process involving various steps from manufacturing or procuring goods to arranging for finance, shipping, export realization and considering the regulations of two or more countries.

The exporter must

**6. What is Foreign Exchange? In brief, mention Organization of the foreign exchange market.**

**Ans:** Foreign exchange refers to exchanging the currency of one country for another at prevailing exchange rates. Let us take a close look at the meaning of foreign exchange. Different countries have different currencies. Foreign exchange converts the currency of one country into another.

### Types of Foreig