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| **SESSION** | **JULY 2023** |
| **PROGRAM** | **MASTER of business administration (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DMKT404 – INTERNATIONAL MARKETING** |

**Assignment Set – 1**

**1. There are various modes available with companies for entering into international market. Explain in detail each mode with suitable instances.**

**Ans 1.**

Entering into the international market is a strategic decision for companies looking to expand their business. There are several modes of entry, each with its own advantages, disadvantages, and examples:

**1. Exporting:** This is the most common and the simplest form of entering a foreign market. A company can either directly export their goods and services to a foreign country or

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**2. The orientation of a company’s top management, beliefs, and assumptions significantly impact its approach to international marketing. The said statement is exhaustively elaborated by EPRG framework. Discuss in detail with examples.**

**Ans 2.**

The EPRG framework is an acronym that stands for Ethnocentric, Polycentric, Regiocentric, and Geocentric. This framework is used to describe the orientation of a company's top management and the impact it has on its approach to international marketing.

**1. Ethnocentric Orientation:** In this orientation, the top management and employees of a company have a home country bias. They believe that the products and strategies that have

**3. Elaborate the main categories of distribution channels utilized by companies for marketing in international geographies.**

**Ans 3.**

Distribution channels are the pathways that companies use to get their products or services to the end customers. International marketing requires a well-thought-out distribution strategy as it involves moving products across borders, with varying regulations, transportation issues, and cultural differences. Here are the main categories of distribution channels utilized by companies for marketing in international geographies:

1. **Direct Exporting**: This is the most basic form of entering a foreign market.

**Assignment Set – 2**

**4. Explain in detail the major commercial documents which protects the interests of both the exporter and importer and helps in fulfilling the legal requirements of the two countries.**

**Ans 4.**

Commercial documents are crucial for the smooth functioning of international trade. These documents not only protect the interests of both the exporter and the importer but also help in fulfilling the legal requirements of the two countries involved in the transaction. Here are some major commercial documents which play a vital role in international marketing:

1. **Proforma Invoice**: This is the first document prepared by the exporter. It is basically

**5. Write a short note on**

**a. Fixed Exchange Rate**

**b. Flexible Exchange Rate**

**Ans 3.**

**a. Fixed Exchange Rate**

A fixed exchange rate, also known as a pegged exchange rate, is a type of exchange rate regime wherein a currency's value is matched to the value of another single currency, a basket of other currencies, or to another measure of value, such as gold. Under this system,

**b. Flexible Exchange Rate**

A flexible exchange rate, also known as a floating exchange rate, is a type of exchange rate regime where the value of a currency is determined by the foreign exchange market. It is based on the demand and supply of that currency relative to other currencies. Under this

**6. Describe and elaborate the jurisdictional and non- jurisdictional procedures for settling international business conflicts.**

**Ans 6.**

International business conflicts are disputes that arise between parties involved in cross-border commerce. These conflicts may involve a variety of issues such as breach of contract, quality of goods and services, payment delays, intellectual property rights, or other legal and commercial issues. Resolving such conflicts is essential for maintaining healthy business relationships and ensuring the smooth flow of international trade.

There are two main procedures for settling international business conflicts: jurisdictional and