



**SURESH  
GYAN VIHAR**  
UNIVERSITY  
Accredited by NAAC with 'A' Grade

**INTERNAL ASSIGNMENT - 1**

<b>Course</b>	<b>MBA</b>	<b>International Marketing Strategy</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A.** What are the requirements to generate information? What are the various sources of Information?
- B.** How might a company benefit from the globalization of production?
- C.** Explain Trade Barriers and Non-Tariff Barriers in detail.

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A.** What is liberalization?
- B.** Value System
- C.** What is global marketing?
- D.** Explain domestic marketing.
- E.** Explain local strategy.



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**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>International Marketing Strategy</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A.** What are the ways to diminish the negative impact of Non-Tariff Measures on trade?
- B.** Discuss the driving and restraining forces affecting Global Marketing.
- C.** Describe the importance geography in understanding the international markets? What is the impact of economic environment on international marketing?

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A.** Define linearization.
- B.** Explain localized communication.
- C.** What are complexities?
- D.** Explain global marketing.
- E.** Define division of labor.