



INTERNAL ASSIGNMENT - 1

Course	MBA	International Marketing Strategy
Semester	3	
Total Marks:	15	

Q.1.	Write answers for any two questions from below. (5 marks each – Word limit – 500)
A.	How is global marketing different from international marketing? What are challenges faced in International Marketing?
B.	Describe the environmental forces that affect the company's ability to serve its customers.
C.	Outline the likely economic effects on the UK of a decision to withdraw from the EU.
Q.2.	Write short notes on all of the following topics (1 mark each - Word limit - 100)
A.	What is Trade barrier?
B.	Define Embargo.
C.	Explain Multilateral Contracts.
D.	Define Economic Unions.
E.	What is global brand?



INTERNAL ASSIGNMENT – 2

Course	MBA	International Marketing Strategy
Semester	3	
Total Marks:	15	

Q.1.	Write answers for any two questions from below. (5 marks each – Word limit – 500)
A.	What factors are taken into for the imposition of an anti-dumping measure?
B.	Discuss the growth of Indian Multinationals in India.
C.	Explain the popularity of joint ventures. How can the parties complement each other to create joint capabilities?
Q.2.	Write short notes on all of the following topics (1 mark each - Word limit - 100)
A.	Define International Marketing.
B.	Trade balance
C.	Explain the political forces.
D.	What is World Trade route?
E.	What is population age mix?