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|  <b>SURESH<br/>GYAN VIHAR<br/>UNIVERSITY</b><br><small>Accredited by NAAC with 'A' Grade</small> |            | <b>INTERNAL ASSIGNMENT - 1</b>          |
| <b>Course</b>   | <b>MBA</b> | <b>International Marketing Strategy</b> |
| <b>Semester</b>   | <b>4</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. Write a detailed note on International Commodity Agreements.
- B. What do you think are the two main advantages and two main disadvantages of trading blocs?
- C. Describe the importance of Euro in India.

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

- A. Define international marketing.
- B. World Trade
- C. Trade balance
- D. Explain structure of distribution.
- E. Explain the company image.

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|  <b>SURESH<br/>GYAN VIHAR</b><br>UNIVERSITY<br>Accredited by NAAC with 'A' Grade |            | <b>INTERNAL ASSIGNMENT - 2</b>          |
| <b>Course</b>   | <b>MBA</b> | <b>International Marketing Strategy</b> |
| <b>Semester</b>   | <b>4</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. How is global marketing different from international marketing? What are challenges faced in International Marketing?
- B. What is the scope of marketing Indian products abroad?
- C. What are the key methods for tracking and identifying opportunities in the macro environment?

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

- A. Define depression.
- B. Define R & D.
- C. Explain localized communication.
- D. What are resource policies?
- E. Explain CIS.