

**M.Com
3rd Semester**

**Master of Commerce
(M.Com)**

**Third Semester
Assignments
2026**

For January 2026 and July 2026 admission cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**



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**Master of Commerce (M.Com)
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ASSIGNMENTS –2026**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course. We are sending the assignments of all the six courses together in this booklet.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-End Examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**January 2026 and July 2026**). The validity is given below:

- 1 Those who are enrolled in **January 2026**, it is valid upto **December 2026**.
- 2 Those who are enrolled in **July 2026**, it is valid upto **June 2027**.

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by **15th March**, and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th October**.

In case, you are not able to submit the assignment during above mentioned period, you are required to submit the new assignment.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	IBO-02
COURSE TITLE	:	International Marketing Management
ASSIGNMENT CODE	:	IBO-02/TMA/2026
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. a) Explain the concept and scope of international marketing. Discuss the changing role of international marketing in the context of globalisation, digitalisation, and increasing integration of world markets. Illustrate your answer with an example of an Indian firm expanding its operations into overseas markets. **(10+10)**
b) Examine the influence of political, legal, economic, socio-cultural, and technological factors on the formulation and implementation of international marketing strategies. Support your answer with suitable international business examples.

2. a) Describe the major international market entry strategies available to firms. Critically evaluate the factors that influence the selection of an appropriate entry mode, with reference to risk, control, cost, and long-term strategic considerations. Illustrate your answer by citing an example of a multinational enterprise entering a foreign market. **(10+10)**
b) Discuss the EPRG framework as an approach to international marketing orientation. Explain how ethnocentric, polycentric, regiocentric, and geocentric orientations affect organisational mindset, marketing strategy formulation, and managerial decision-making.

3. **Write short notes on the following:** **(4×5)**
 - a) International marketing research: importance and methodological challenges
 - b) Cultural determinants of international consumer behaviour
 - c) International services marketing and its strategic implications
 - d) International market segmentation and positioning strategies

- 4. Differentiate between the following: (4×5)**
- a) Domestic marketing and international marketing
 - b) Product standardisation and product adaptation in global markets
 - c) Direct and indirect international distribution channels
 - d) Cost-based pricing and value-based pricing in international markets
- 5. Comment on the following statement: (4×5)**
- a) “In international marketing, success depends not only on identifying global opportunities but also on managing cross-cultural differences effectively.”
 - b) “A firm’s choice of international pricing strategy can either enhance global competitiveness or become a major barrier to market entry.”
 - c) “Advances in digital technology have transformed international promotion from a country-specific activity into a globally integrated process.”
 - d) “Without effective coordination and control systems, international marketing operations are likely to lose strategic direction and efficiency.”