

MMPM-004

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA(OL)/ Master of Business Administration
(Marketing Management) (MBAMM)/ Post Graduate Diploma in
Marketing Management (PGDIMM)**

ASSIGNMENT

for

January 2026 and July 2026 Sessions

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MMPM-004: INTERNATIONAL MARKETING



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code : MMPM-004

Course Title : International Marketing

Assignment Code : MMPM-004/TMA/JAN/2026

Coverage : All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. Define international trade. Explain the theories of absolute and relative advantage.
2. Discuss the main objectives of the UNCTAD and its role in promoting international economic co-operation.
3. What effects do social and cultural factors have on negotiations in international business? Give suggestions to a business getting ready for cross-cultural negotiations using examples.
4. What are the relative advantages of standardization or adaptation of an international advertising programme?
5. What factors make controlling international operations more complex than controlling domestic marketing activities? Explain with the help of a specific example.