

**Post-Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT**  
**For**  
**January 2025 and July 2025 Sessions**

**MS - 64: International Marketing**

**(Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025  
and for July 2025 sessions is 31<sup>st</sup> October, 2025)**



**School of Management Studies**  
**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**MAIDAN GARHI, NEW DELHI – 110 068**

## **ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>MS - 64</b>
<b>Course Title</b>	<b>:</b>	<b>International Marketing</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 64/TMA/JAN/2025</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025 and for July 2025 session is 31<sup>st</sup> October, 2025.**

1. Suggest export promotion organizations that may be approached by an engineering goods manufacturer in India for exploring international marketing opportunities. Summarize their major activities to facilitate exports.
2. Briefly explain the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager? Elaborate giving examples.
3. Explain the different forms of 'regional economic groupings' giving suitable examples.
4. Briefly explain the components of international advertising strategy. What are the advantages and disadvantages of standardization of international advertising programme?
5. Write short notes on following.
  - a) International distribution channels.
  - b) Scope of international marketing research.
  - c) Decision areas for strategic planning in the international marketing context.