

MS - 64

**Management Programme (MP)/
Post Graduate Diploma in Marketing Management (PGDMM)**

**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)**

MS - 64: International Marketing



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

ASSIGNMENT

Course Code	:	MS - 64
Course Title	:	International Marketing
Assignment Code	:	MS - 64/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. Give characteristics of a global firm? Give any two examples of Indian firms which you consider global. Also give the reasons for considering so.
2. Compare and contrast between concentric diversification, horizontal diversification, and conglomerate diversification?
3. What are the different parties in a letter of credit? Explain the step-by-step procedure of realising export proceeds.
4. What is transfer price? What are the methods for determining transfer prices?
5. Write short notes on following.
 - a) Direct and indirect distribution channels
 - b) Factors to be considered in developing an organizational mission statement
 - c) Deemed Exports