

**Master of Commerce
M.Com (OLD) Ist Year**

**First Year
Assignments
2026-27**

For July 2026 and January 2027 admission cycle



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

Master of Commerce
M.Com (OLD) Ist Year
ASSIGNMENTS – 2026-27

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 (**July 2026 and January 2027**). The validity is given below:

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

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	IBO-02
COURSE TITLE	:	International Marketing Management
ASSIGNMENT CODE	:	IBO-02/TMA/2026-2027
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. a) What elements influence the principles of segmentation, and what is a suitable basis for marketing laptops in various countries? **(10+10)**
 b) What is the mode of entry through which an international business firm can begin international marketing without making investments abroad? Explain this mode along with its merits and demerits.

2. a) In today's business environment, organizations face international competition, making advertising increasingly important. Do you agree? Provide reasons for your stance. Also, explain the rationale behind international advertising. **(10+10)**
 b) What are the alternative strategies for the international marketing of services? Explain these strategies with appropriate illustrations. Critically evaluate each strategy and suggest which services are best suited for them.

3. **Write short notes on the following:** **(4×5)**
 - a) EPRG Framework
 - b) International Marketing Research Process
 - c) International Product Life Cycle
 - d) Telemarketing

4. **Differentiate between the following:** **(4×5)**
 - a) Product Adaptation vs. Product Standardization in International Marketing
 - b) International Marketing vs. Domestic Marketing
 - c) Warranty vs. Guarantee in International Marketing
 - d) Penetration Pricing vs. Skimming Pricing

5. **Comment on the following statement:** **(4×5)**
 - a) "Publicity always creates a positive influence on sales."
 - b) "Global positioning is most effective for product categories that fall at either end of the 'high-touch/high-tech' spectrum."
 - 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."