 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MBA	International Marketing Strategy
Year	2	
Total Marks:	100	

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)


- A.** What is Market Selection? What are the determinants of Market Selection?

- B.** What do you think are the two main advantages and two main disadvantages of trading blocs?

- C.** Discuss the growth of Indian Multinationals in India.

- D.** Explain how changes in the demographic environments affect marketing decisions?

- E.** How is global marketing different from international marketing? What are challenges faced in International Marketing?

 SURESH GYAN VIHAR <small>UNIVERSITY</small> <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 2
Course	MBA	International Marketing Strategy
Year	2	
Total Marks:	100	

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)

- A.** Describe sanitary and Phytosanitary measures?

- B.** What are the motives of International Marketing?

- C.** Explain Trade Barriers and Non-Tariff Barriers in detail.

- D.** What are the requirements to generate information? What are the various sources of Information?

- E.** Explain how changes in Socio-cultural environments affect marketing decisions?