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| **SESSION** | **AUG/SEPT 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DMKT404 – INTERNATIONAL MARKETING** |
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**Assignment Set – 1**

**1. There are various modes available with companies for entering into international market. Explain in detail each mode with suitable instances.**

**Ans 1.**

When companies decide to enter international markets, they can choose from a range of strategies. Each mode of entry has its unique characteristics, advantages, and challenges. Understanding these modes is crucial for businesses to make informed decisions about their global expansion strategies.

**Exporting**

Exporting is the most common and simplest form of international market entry. It involves selling products or services produced in one country to customers in another.

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**2. The orientation of a company’s top management, beliefs, and assumptions significantly impact its approach to international marketing. The said statement is exhaustively elaborated by EPRG framework. Discuss in detail with examples.**

**Ans 2.**

The EPRG (Ethnocentric, Polycentric, Regiocentric, and Geocentric) framework is a critical tool in understanding how the orientation, beliefs, and assumptions of a company's top management shape its approach to international marketing. This model, developed by Howard V. Perlmutter in the 1960s, categorizes the attitudes of companies' headquarters towards their foreign operations, which significantly influences their global marketing strategies.Top of Form

**3. Elaborate the main categories of distribution channels utilized by companies for marketing in international geographies. 10**

**Ans 3.**

Here's an elaboration on the main categories of distribution channels used by companies for international marketing, structured with headings and paragraphs:

**Direct Exporting**

Direct exporting is a primary category in international distribution channels. Companies adopt this approach when they sell their products directly to customers in a foreign market. This method often involves setting up a sales office in the target country or region.

**Assignment Set – 2**

**4. Explain in detail the major commercial documents which protects the interests of both the exporter and importer and helps in fulfilling the legal requirements of the two countries.**

**Ans 4.**

In the world of international trade, several commercial documents play a crucial role in protecting the interests of both exporters and importers, while also ensuring the fulfillment of legal requirements in both countries involved in the transaction. These documents not only facilitate smooth trade but also serve as a safeguard against potential legal and financial risks. Let's delve into some of the major documents that are pivotal in international trade.Top of Form

**5. Write a short note on**

**a. Fixed Exchange Rate**

**b. Flexible Exchange Rate 5+5**

**Ans 5.**

**a. Fixed Exchange Rate**

A fixed exchange rate, also known as a pegged exchange rate, is a regime where the currency of a country is tied to another major currency (like the U.S. dollar or Euro) or a basket of currencies. This system stabilizes the value of a country's currency by directly fixing its exchange rate to a foreign currency, making it immune to market fluctuations. A significant advantage of this system is that it provides stability and predictability in international trade and investment. It allows businesses and investors to operate with fewer concerns about foreign exchange risks.

**6. Describe and elaborate the jurisdictional and non- jurisdictional procedures for settling international business conflicts.**

**Ans 6.**

Settling international business conflicts can be complex, given the diversity of legal systems and cultural norms involved. Two primary approaches are utilized for resolving these disputes: jurisdictional and non-jurisdictional procedures. Each has its own methodologies, advantages, and challenges.

**Jurisdictional Procedures**

Jurisdictional procedures involve formal litigation in national courts or international tribunals. The choice of jurisdiction is often determined by pre-agreed clauses in contracts, which specify the governing law and forum for disputes.