

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**D 303: INTERNATIONAL MARKETING**

**Assignment No. 1**

Answer All Questions:

5 x 5 = 25

1. How can the increased interest in International Marketing on the part of Indian firms be explained?
2. Does economic cooperation improve or impede international markets ? Discuss.
3. Explain the multiplicity of political risk. Is it country specific, firm specific or both? What are its major components?
4. Distinguish between Patent, trademark, copyright and infringement.
5. What are the aspects that an international marketer should consider analyzing the trade, monitoring the financial environment?

**Assignment No. 2**

Answer All Questions:

5 x 5 = 25

1. Discuss the breadth and scope of international marketing research.
2. Review the key variables that affect the marketer's choice of distribution channels.
3. Describe the factors that make it feasible to offer a standard product.
4. As an advertising manager of a large international firm, would you plan to use a standardized advertisement?
5. Is there an ideal mode of transportation based on market location, speed, cost and hazard criteria?