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| **SESSION** | **FEB MAR 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **4** |
| **COURSE CODE & NAME** | **DMKT404 INTERNATIONAL MARKETING** |
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**Assignment Set – 1**

**Q1. What points should be kept in mind while entering into a joint venture? Also, explain the limitations of a joint venture? 6+4**

**Ans 1.**

**Joint Ventures in International Marketing**

A joint venture is a strategic alliance where two or more companies—often from different countries—collaborate to form a new business entity by sharing resources, risks, and rewards. In international marketing, joint ventures are a popular market entry strategy, especially in regions with regulatory restrictions on foreign ownership. While joint ventures offer opportunities for market access and local insight, several key considerations must be

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**Q2. Explain the issues in international marketing research**

**Ans 2.**

**International Marketing Research**

International marketing research is the process of gathering, analyzing, and interpreting information about markets across national borders. It helps businesses understand global customer preferences, market dynamics, and competition before making strategic decisions. However, conducting marketing research in international contexts presents several unique

**Q3. Explain the steps in international product planning.**

**Ans 3.**

**International Product Planning**

International product planning involves a series of strategic decisions a company makes to design, develop, and market its products in global markets. It aims to tailor products according to international customer needs, regulatory environments, and competitive dynamics. Proper planning ensures product relevance, compliance, and profitability in diverse regions.

**Step 1: Market Assessment and Opportunity Analysis**

**Assignment Set – 2**

**Q4. Explain in detail the various types of Distribution Channels. 10**

**Ans 4.**

**Distribution Channels**

Distribution channels are the pathways through which products move from manufacturers to end consumers. They are a critical part of the marketing mix, especially in international markets where logistical complexity, market access, and cultural factors influence delivery. Distribution channels ensure product availability, improve customer service, and impact cost and pricing strategies.

**Direct Distribution Channels**

In direct distribution, the manufacturer sells the product directly to the consumer without

**Q5. Discuss briefly about the export pricing and costing.**

**Ans 5.**

**Export Pricing and Costing**

Export pricing and costing are crucial elements in international trade. Export pricing refers to the final price at which goods are sold to overseas buyers, while export costing involves calculating all costs incurred in producing, packaging, and delivering goods to the buyer. Setting the right price ensures competitiveness in global markets while maintaining

**Q6. Explain forward market and various methods of controlling the exchange rate. 10**

**Ans 6.**

**Foreign Exchange Risk**

In international marketing, fluctuations in currency exchange rates pose a significant financial risk. Importers and exporters often deal with multiple currencies, and any unfavorable movement can erode profit margins. To manage this, businesses use the forward market and several government-level exchange control measures to stabilize foreign trade operations.

**Understanding the Forward Market**

The forward market refers to a financial marketplace where foreign exchange contracts are