

BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY), PUNE (INDIA)
School of Distance Education

Assignment No.	01	Name of the Assignment Setter:	Prof.D. H. Malve
Course:	CBCS-2018	Class:	M.Com.II
Subject:	Marketing -V		

Q.1	Attempt ANY ONE of the following (1000 Words):	(10)
A)	Explain nature and significance of international marketing.	
B)	Discuss various international market entry strategies.	
Q.2	Attempt ANY TWO of the following (800 Words):	(10)
A)	Discuss nature of legal environment in relation to international marketing.	
B)	Describe impact of environment on international marketing decisions.	
C)	Which factors to be considered while selecting foreign markets.	
D)	How you will make product planning for global markets?	
Q.3	Write Short Notes on (ANY TWO):	(10)
A)	New product development	
B)	Management of international brands	
C)	Packaging and labeling	
D)	Global market segmentation.	