

**M.Com
3rd Semester**

**Master of Commerce
(M.Com)**

**Third Semester
Assignments
2025**

For January 2025 and July 2025 admission cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**



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**Master of Commerce (M.Com)
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ASSIGNMENTS –2025**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course. We are sending the assignments of all the six courses together in this booklet.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-End Examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**January 2025 and July 2025**). The validity is given below:

- 1 Those who are enrolled in **January 2025**, it is valid upto **December 2025**.
- 2 Those who are enrolled in **July 2025**, it is valid upto **June 2026**.

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by **15th March**, and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th October**.

In case, you are not able to submit the assignment during above mentioned period, you are required to submit the new assignment.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	IBO-02
COURSE TITLE	:	International Marketing Management
ASSIGNMENT CODE	:	IBO-02/TMA/2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

- 1.** A company wants to enter into international markets. The company decided to involve another company in the foreign country. State the modes of entry where the scope for the involvement of a foreign company is possible. Explain those modes and critically evaluate and state in which situations each of them is suitable. **(20)**
- 2.** “Compared with products, marketing of services poses distinctive challenges to marketers”. Explain why it is so, and enumerate the marketing challenges. **(20)**
- 3. Write short notes on the following:** **(4×5)**

 - a) Advertising appeals and product characteristics
 - b) EPRG orientation of firm
 - c) Pricing methods and practices in international marketing
 - d) International marketing concepts
- 4. Differentiate between the following:** **(4×5)**

 - a) Warranty and Guarantee
 - b) Primary data and Secondary data
 - c) Direct and Indirect selling channels
 - d) Domestic and International marketing planning
- 5. Comment on the following statement:** **(4×5)**

 - a) “A marketing research report should merely present the findings. It must not comment on the possible course of action(s) to be taken on the basis of the study results.”
 - b) “International marketing research is full of complexities”.
 - c) "Global positioning is most effective for product categories that approach either end of 'high-touch/high-tech' continuum"
 - d) “Analysis of legal conditions are a very critical component in selecting foreign markets”.