TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**IBO-02**
COURSE TITLE	**:**	**International Marketing Management**
ASSIGNMENT CODE	**:**	**IBO-02/TMA/2026-2027**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. a) What elements influence the principles of segmentation, and what is a suitable basis for marketing laptops in various countries? **(10+10)**

b) What is the mode of entry through which an international business firm can begin international marketing without making investments abroad? Explain this mode along with its merits and demerits.

2. a) In today's business environment, organizations face international competition, making advertising increasingly important. Do you agree? Provide reasons for your stance. Also, explain the rationale behind international advertising. **(10+10)**

b) What are the alternative strategies for the international marketing of services? Explain these strategies with appropriate illustrations. Critically evaluate each strategy and suggest which services are best suited for them.

3. **Write short notes on the following:** **(4×5)**

a) EPRG Framework

b) International Marketing Research Process

c) International Product Life Cycle

d) Telemarketing

4. **Differentiate between the following:** **(4×5)**

a) Product Adaptation vs. Product Standardization in International Marketing

b) International Marketing vs. Domestic Marketing

c) Warranty vs. Guarantee in International Marketing

d) Penetration Pricing vs. Skimming Pricing

5. **Comment on the following statement:** **(4×5)**

a) "Publicity always creates a positive influence on sales."

b) "Global positioning is most effective for product categories that fall at either end of the 'high-touch/high-tech' spectrum."

c) "Advances in digital technology have transformed international promotion from a country-specific activity into a globally integrated process."

d) "Without effective coordination and control systems, international marketing operations are likely to lose strategic direction and efficiency."

1. a) What elements influence the principles of segmentation, and what is a suitable basis for marketing laptops in various countries? (10+10)

Answer

International markets are highly heterogeneous. Customers in different countries differ in income, education, culture, technology use, buying motives and access to distribution. Market segmentation therefore means dividing a broad international market into groups whose members are sufficiently similar to be served through a suitable marketing programme. A useful segment is not simply a group that can be named; it must also help the firm make practical product, price, promotion and distribution decisions.

Elements that make segmentation effective

- Measurability: the size, purchasing power and important characteristics of a segment should be capable of reasonable estimation. In international markets, comparable data may be difficult to obtain, so the firm should use dependable indicators such as income, urbanisation, education, internet use and category sales.
- Substantiality or profitability: a segment must be large or valuable enough to justify a separate marketing effort. A very small group may be identifiable but may not cover the extra cost of product changes, promotion, service and distribution.
- Accessibility: the segment should be reachable through available media, retail channels, e-commerce, distributors or sales networks. A profitable segment has little value if the company cannot communicate with it or serve it economically.
- Differentiability: segments should respond differently to important elements of the marketing mix. If two groups have almost identical needs and reactions, treating them as separate segments adds cost without creating marketing value.
- Actionability: the firm must be able to design and implement a suitable programme for the chosen segment. Management resources, product capability, local partners and after-sales support should be adequate for the proposed strategy.

The actual bases used to form international segments may be geographic, demographic, socio-economic, psychographic, behavioural or benefit-related. International segmentation usually works at two levels. First, countries or country