**DBB2205 International Marketing**

**Assignment Set – 1**

1. What is International Marketing? Differentiate it with Domestic Marketing.

2. Write a detailed note on Political & Legal Environment and its importance in International Marketing.

3. Discuss and compare Theory of “Absolute Advantage” with “Comparative Advantage”.

**Assignment Set – 2**

4. With the help of suitable example, discuss the process of Global Product Planning.

5. What are the advantages and disadvantages of exporting? Discuss in detail.

6. As International Firm, how you will set prices of your Products? Explain with the help of suitable example.

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