**DMKT404 International Marketing**

**Assignment Set – 1**

1. Explain the significance of ‘Mercantilism’ and ‘Absolute Advantage’ theories in regulating international trade with suitable examples.

2. The orientation of a company’s top management, beliefs, and assumptions significantly impact its approach to international marketing. The said statement is exhaustively elaborated by EPRG framework. Discuss in detail with examples.

3. One of the most difficult choices that foreign marketers must make is whether to adopt product standards or adjust existing items. How would you justify the statement? Give example to support detailed explanation.

**Assignment Set – 2**

4. Explain in detail the major commercial documents which protects the interests of both the exporter and importer and helps in fulfilling the legal requirements of the two countries.

5. Write a short note on

a. Fixed Exchange Rate

6. Describe and elaborate the jurisdictional and non- jurisdictional procedures for settling international business conflicts.

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