

CONCURRENT EVALUATION FOR MARKETING SPECIALISATION

III SEMISTER INTERNATIONAL MARKETING (313)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

1. The subject is evaluated on the basis of three components

Component No	Component	Marks	Date of Submission
1	Presentation	50	7 th March 2022
2	Create a Crossword puzzle	50	14 th March 2022
3	Exam	50	

2. Assignments Submission is in softcopy and hard copy.

Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

DIMR



COMPONENT 1: PRESENTATION

Select any **ONE INDIAN COMPANY** of your choice and study its marketing mix and its operations in India and any one of the foreign countries.

Make a comparative analysis on following parameters and submit it in report format and power point presentation.

Submission in soft copy (MS WORD & PPT)

Points to be covered

1. **Business Model:** International Market Entry Strategy
2. **Target market.** Consider the following:
 - a. Demographics (age, gender, income, occupation)
 - b. Psychographics (lifestyles, leisure time)
 - c. Geographic (town, state, region, etc.)
3. **Consumer Behaviour pattern**
4. **Product Strategies:** Product design & benefits, managing product line, product life cycle, new products introduced, branding, packaging & labeling
5. **Pricing:** Factors affecting international price determination, terms of sales, pricing strategies, the cost of transport, tariffs or import duties, exchange rate fluctuations personal disposal incomes of the target market the currency they want to be paid in and the general economic situation of the country and how this will influence pricing.
6. **Distribution:** Structure of distribution system, channels, their roles and function. Selection & managing overseas agents and international supply chain management.
7. **Promotion:** Promotion tools used, push & pull strategy, global media strategy

You will be marked on the following:

Report (50%)

Reports should have sections mentioned above as you can add your own like introduction, methodology, findings and learnings, etc. It must be double-spaced in 12-point font, with 2.5cm margins on four sides, and should be within 20 pages (excluding cover page, content page, references, and appendices). Submission is in softcopy and hard copy.



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Power Point Presentation (50%) A student needs to make a professional 20-minute presentation outlining its analysis and providing the reasons for its choice. You will be rewarded for making an interesting and professional presentation. Submission is in softcopy and hard copy.

Date of submission is 7th March 2022 for this component of International Marketing

COMPONENT 2: Create a Crossword puzzle

Create Crossword puzzle of minimum 50 words by making use of **International Marketing** terms, concepts, convention, definitions and examples.

50 words UP and 50 words Down

Each Student need to submit **ONE Puzzle** covering all the Five Units of the syllabus of IM.

- Make a list of words for crossword puzzle
- Lay the words in grid format
- Number the starting square for each word
- Give direct and indirect clues for all the words
- Organize the clues in the list form
- Use each word only once
- Give an Appropriate title for your puzzle
- List the clues under Across and Down
- At the end give answer to puzzle

Submission:

- It should be submitted in MS Word
- One should be the Crossword Puzzle and another page should be the answer of Crossword Puzzle created by you.
- Submission is in softcopy and hard copy.

Date of submission is 14th March 2022 for this component of International Marketing



COMPONENT 3: EXAM

Exam for all units.

