**Assignment** ☺

**Answer all the questions given below of not less than 2500 words in total.**

1. Considering cultural differences is very important for international marketing. Do you agree? Why?
2. Controllable and uncontrollable elements are important when going international. How these elements impact international marketing?
3. Explain the six types of non-tariff barriers and how it can benefit the infant companies and international companies.
4. Social institutions affect culture and marketing in a variety of ways. Explain by giving relevant examples.
5. The government imposing protectionism policies due to certain reasons. What are they?
6. What is culture? And where does culture come from?
7. What is the role of marketing in economic development? Discuss.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

The objectives of this assignment are to make students understand the main idea of ***International Marketing*** and an additional benefit is that it will help the student to get into the real world where they can practice their ***International Marketing*** related skills and knowledge.

**You will be evaluated on four main criteria**

***Idea: Students’ knowledge in answering questions and their ability to match Marketing related concepts in their assignment.***

***Citation: At least 7 references. Students are highly encouraged to use Text/reference book.***

***Use INTEXT CITATION and REFERENCE.***

***Harvard System.***

***Will be subject of deduction if fail to do so.***

***Format: Use Times New Roman, 1.5 line spacing, justify and font size 12 (please follow the format). Align your report before submitting and bind it carefully. Make sure your assignment is properly referenced.***

***Will be subject of deduction if fail to do so.***

***Additional: Acknowledging the extra effort including punctuality, class participation, submitting on time and outstanding assignment and presentation.***

**Strictly make sure that you are:**

* Not giving URL address as reference OR bibliography
* Not taking information from personal blogs
* Not taking information from Wikipedia
* Not letting the text with no citation
* Detailing the source of information mainly Author, book/article title and the year.
* Submitting on time