**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: International Marketing**

**Internal Assignment Applicable for September 2020 Examination**

**1. The concept of Management Orientations in International Marketing can be very confusing. As a consultant for International Marketing, can you please guide and explain the orientations to a consortium of companies?**

**Ans:**

**INTRODUCTION:**

The concept of marketing has evolved over time. Whilst in today’s business world "the customer is king". In the past this was not the case, some businesses put factors other than the customer first.Market orientation is a business approach wherein the processes of product development and creation are focused on satisfying the needs of consumers. It is a type of marketing orientation technique that designs products with qualities that consumers want, which is completely different from the conventional marketing approach.In the Its sample only

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**2. Pasta Mania, a Singapore based fast food chain plans to enter India by end of 2021. They have hired your company as the Local consultants to understand India better. Can you guide them on the cultural and social factors that they need to take care of in order to succeed in the Indian market?**

**Ans:**

**INTRODUCTION:**

Culture encompasses the set of beliefs, moral values, traditions, language, and laws (or rules of behaviour) held in common by a nation, a community, or other defined group of people. Culturally determined characteristics include: the language spoken at home; religious observances; customs (including marriage customs that often accompany religious and other beliefs); acceptable gender roles and occupations; dietary practices; intellectual, artistic, and leisure-time pursuits; and other aspects of behaviour.Social and economic factors, such as income, education, employment, community safety, and social supports can significantly affect how

**3. These times of crisis have brought about a lot of innovation in the world. Most innovations have been in the context of doing things or running services without Human Touch so as to maintain Social Distancing to prevent the COVID virus from spreading.**

**a. As a representative of the marketing department of your company, you would want your team to understand the adoption process of Innovations in detail before pushing one in the market. Can you explain the same to them with examples? (5 Marks)**

**b. Can you also explain the various adopter categories to them with examples?**

**Ans:**

**a.**

**INTRODUCTION:**

Innovation allows organizations to sustain growth and business improvements over a continuous and consistent basis. Innovation may appear in the form of a new product, feature, operational process or a business model. Many forms of innovation depend upon the ability to execute creativity and optimize business processes. While product innovation may appear as a popular form of improvement, new products tend to lose their impact soon after mass adoption in the market, which is rather fast-paced for products perceived as truly