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can be settled by any  
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of the following three

methods: a)

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other marketing mix factors.

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to Cateora and  
Graham,

“international  
marketing is the  
performance of  
business activities  
designed to plan,  
price, promote and  
direct the flow of a  
company’s goods  
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market penetration policies, could be defined as those different company structures that perform or facilitate, totally or partially, the undertakings implied by the internationalization of a company.

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strategy is a process  
that can allow an  
organization to  
concentrate its limited  
resources on the  
greatest opportunities  
to increase sales and  
achieve a sustainable

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competitive advantage. Q.4 Write short note on Marketing strategies.

Ans. Marketing strategies serve as the fundamental underpinning of marketing plans designed

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