

MS-97

Management Programme (MP)

**ASSIGNMENT
For
July 2023 and January 2024 Sessions**

MS-97: International Business

**(Last date of submission for July 2023 session is 31st October 2023
and for January 2024 session is 30th April, 2024)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS-97
Course Title	:	International Business
Assignment Code	:	MS-97/TMA/ JULY/2023
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31st October, 2023 and for January 2024 session is 30th April 2024.

1. Differentiate between theory of absolute cost advantage and the theory of comparative cost advantage. Support your answer with the help of examples.
2. What are the different modes of planning in MNEs? Discuss with the help of real world examples.
3. Explain in the different types of factors which contribute to the performance of the transnational organizations.
4. How does the technology transfer help the MNCs to gain competitive edge from their competitors? Explain with the help of suitable examples.
5. Explain the cross-cultural negotiation process in MNCs.
6. Explain as to how the World Bank affiliates promote International Business