

MS-97

Management Programme

ASSIGNMENT
January 2022 Session

MS-97: International Business Management
(Last date of submission
for January 2022 session is 30th April, 2022)



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110068

ASSIGNMENT

Course Code	:	MS-97
Course Title	:	International Business Management
Assignment Code	:	MS-97/TMA/JULY/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre. **Last date of submission for January 2022 session is 30th April, 2022.**

1. How does globalization benefit international business and what are the strategic implications of globalization? Discuss with examples.
2. Examine how cultural factors affect international business and what are the challenges that managers come across while dealing with cultural differences.
3. Explain the various methods of country risk analysis. Which method, according to you, is the best and why?
4. Discuss in detail international supply chain management.
5. Analyse the impact of environmental factors on market entry with the help of examples.
6. Discuss the following:
 - (a) Global Financial System
 - (b) e-Business Models.