

MBA and MBA (Banking & Finance)

ASSIGNMENT
for
July 2022 and January 2023 sessions

MMPC-016: International Business Management

(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)



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

ASSIGNMENT

Course Code	:	MMPC-016
Course Title	:	International Business Management
Assignment Code	:	MMPC-016/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 July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. Discuss the evolution of globalization and the effects of globalisation.
2. What are the problems that companies face when they misjudge the cultural leanings of a country? Explain with relevant examples.
3. What are the pros and cons of various entry modes? Critically comment upon them from the current perspective.
4. Discuss the key drivers of international marketing.
5. Discuss the major challenges associated with appraisal of expatriate managerial performance. What should be the main objectives of a multinational firm with regard to its compensation policies?
6. Write notes on the following:
 - a) Heckscher-Ohlin Theory.
 - b) Foreign Investment.