

MS-97

Management Programme

ASSIGNMENT
for
July 2022 and January 2023 sessions

MS – 97: International Business

(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	:	MS - 97
Course Title	:	International Business
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 July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. Explain the importance and benefits of international business and discuss the challenges in international business.
2. What are the major factors to be considered in evaluating political environment in a country? Discuss how such factors could affect international business.
3. Explain the concept and need for strategic alliances. Discuss the comprehensive model of strategic alliances and networks.
4. Discuss the strategic issues in international operations management.
5. Explain the concept of emerging market economies and their characteristics in detail.
6. Write a detailed note on the following:
 - a) Intellectual Property Rights (IPRs)
 - b) E-business and International Supply Chain Management.