

MMPC-016

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration(Financial Management) (MBAFM)/ Master of Business Administration(Human Resource Management) (MBAHM)/ Master of Business Administration(Marketing Management) (MBAMM) Master of Business Administration(Operations Management) (MBAOM)

ASSIGNMENT

**For
July 2023 and January 2024 Sessions**

MMPC-016: International Business Management

**(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	:	MMPC-016
Course Title	:	International Business Management
Assignment Code	:	MMPC-016/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. What are the elements of International Business Environment? Explain them with the help of examples.
2. List and explain different types of Trade Blocs.
3. Describe the comprehensive model of strategic alliances and Networks as given by M W Peng.
4. Differentiate between the Global functional Structure and the Matrix Division Structure in organizations.
5. What are the different elements of cross-cultural diversity? How can they be managed in Multinational Organizations? Explain.