

**MS-97**

**Management Programme (MP)**

**ASSIGNMENT  
For  
July 2024 Session**

**MS-97: International Business**

**(Last date of submission for July 2024 session is 31<sup>st</sup> October 2024)**



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

## **ASSIGNMENT**

---

<b>Course Code</b>	<b>:</b>	<b>MS-97</b>
<b>Course Title</b>	<b>:</b>	<b>International Business</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-97/TMA/ JULY/2024</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for July 2024 session is 31<sup>st</sup> October, 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