

**Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
(January to June)  
2021**

*This Assignment is being provided to only those students who are going to complete their maximum duration in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.*

**MS-97: International Business Management**



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

## ASSIGNMENT

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Course Code	:	MS-97
Course Title	:	International Business Management
Assignment Code	:	MS-97/TMA/SEM-I/2021
Coverage	:	All Blocks

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2. Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 30<sup>th</sup> April, 2021.

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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.