**SESSION AUG/SEP 2022**

**PROGRAM MASTERS OF BUINESS ADMINISTRATION**

**SEMESTER SEM IV**

**COURSE CODE &amp; NAME DMBA402 INTERNATIONAL BUSINESS MANAGEMENT**

**Assignment Set – 1**

**1. What is International Business? Explain the reasons of doing international trade.**

**Ans:** The term international business not just involves the movement of goods and services but also consists of various concepts, methods, and techniques of doing business. It also involves the study of various related theories, rules, and regulations to be followed while doing business with foreign companies or other countries. This section covers in detail the definition and evolution ofIts Half solved only

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**2. Write short note on following:**

**1. Political Environment in IB**

**Ans:** The Political environment (PE) impacts the economic and legal conditions of a country. This includes political conditions, general stability and peace in the country and the attitude of the government towards business. Stable political systems promote business-friendly decisions towards local businesses and attract foreign investors.

**1 Nature of Politics** The nature

**3. Write notes on the following:**

**1. World Trade Organization**

**Ans:** The World Trade Organization (WTO) has over 160 members representing 98 per cent of world trade. Over 20 countries are seeking to join the WTO. The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. The WTO agreements are negotiated and signed by the world’s trading nations. The WTO

**Assignment Set – 2**

**1. What is International Marketing? Explain the types of Global marketing strategies**

**Ans:** International marketing refers to the marketing of goods and products by companies overseas or across national borderlines. The techniques used while dealing overseas are an extension of the techniques used in the home country by the company.

3 types of marketing strategies

There are many approaches to

**2. What is FDI? Elaborate on the various types of foreign investment.**

**Ans:** Foreign Direct investment involve those investors who make long term investments such as ‘Joint Ventures’ with local companies or through ‘acquiring or purchasing the local company’ or starting the ‘Green Field Projects’ in order to tap the country’s innate potential in the desired areas

**3. Write notes on the following:**

**A. Strategic Planning Process**

**Ans:** Strategic planning process involves allocation of resources to firms to fulfill their long-term goals. Any business plan can be classified into three types. They are:

**Strategic planning:**