**SESSION AUG/SEPT2023**

**PROGRAM MASTERS OF BUSINESS ADMINISTRATION**

**SEMESTER IV**

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

**Assignment Set – 1**

**Questions**

**1. What is International Business? Explain the advantages of going global.**

**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 Its Half solved only

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

**1. Culture and IB**

**2. Impact of Economic Environment on IB**

**Ans: - 1. Culture and International Business (IB):**

Culture plays a pivotal role in International Business (IB), influencing various aspects of business interactions, communication, and strategies.

**Key Points:**

**Cross-Cultural**

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

**1. WTO**

**2. European Union**

**Ans:-**In this section, we will discuss the World Trade Organization (WTO). WTO was established on 1st January 1995. In April 1994, the Final Act was signed at a meeting in Marrakesh, Morocco. The Marrakesh Declaration of 15th April 1994 was formed to strengthen the world economy which would lead to better investment, trade, income growth and

**Assignment Set – 2**

**Questions**

**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.

Global marketing strategies involve creating and implementing marketing plans that can be applied across international markets. Companies use various approaches to expand their reach, adapt to

2.**What is FDI? Differentiate between FDI and FPI.**

**Ans: - FDI** creates an inflow of foreign currency and financial investment into a country. This is an integral part of the national financial accounts as it influences the exchange rate and foreign exchange reserves. In simple terms, Foreign direct investment or FDI means an investment made by foreign investors into the host country. Investment can be made in infrastructure, real estate, industries, businesses, sectors, and financial institutions of the host country.

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

1. **International HRM**
2. **Code of conduct in MNCs**

**Ans:- International Human Resource Management (IHRM):**

**Overview:** International Human Resource Management (IHRM) refers to the management of human resources in multinational corporations (MNCs) operating in a global environment. It involves addressing the challenges and complexities of managing a diverse workforce across different countries and cultures.

**Key**