



ASSIGNMENT

DRIVE	SPRING 2014
PROGRAM	MBADS/ MBAFLEX/ MBAHCSN3/ MBAN2 – SEM 4 PGDBMN/ PGDENMN/ PGDFMN/ PGDHRMN/ PGDHSMN/ PGDIB/ PGDISMN/ PGDMMN/ PGDOMN/ PGDPMN/ PGDROMN/ PGDSCMN/ PGDTQMN – SEM 2
SUBJECT CODE & NAME	MB0053 –International Business Management
BK ID	B1724
CREDIT & MARKS	4 CREDITS, 60 MARKS

Q.No	Questions	Marks	Total Marks
1	<i>“Environment scanning is an important part of international business.” Explain your views on this statement and discuss what factors need to be scanned.</i>		
	Discuss the statement factors	4 6	10
2	<i>What is green field investment? Why is it considered as the best option for a developing country like India?</i>		
	Green field investment benefits	5 5	10
3	<i>Regional integration is helping the countries in growing their trade. Discuss this statement. Describe in brief the various types of regional integrations.</i>		
	Regional integration types	3 7	10
4	<i>Write short note on: a) Foreign subsidiary structure b) international matrix structure</i>		
	a) meaning of Foreign subsidiary structure b) meaning of international matrix structure	5 5	10
5	<i>Explain the Top-down and Bottom-up approach of planning.</i>		
	Top- down Bottom-up	5 5	10
6	<i>Discuss the importance of ethics in international business.</i>		
	Importance of ethics	10	10

Note – Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 words. Each question is followed by evaluation scheme.

