



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. INTERNATIONAL BUSINESS

SECOND YEAR

Academic Year : 2020 - 2021

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **SIX** papers as per instructions, those who have opted Project and Viva-Voce.

Students are asked to write the assignments for the **EIGHT** Papers as per instruction those who have opted **Two Theory** Papers (2.7.1 & 2.7.2) as specialization.

Last date for submission: **01.03.2021**

Last date for submission with late fee ₹ 300/- : **16.03.2021**

NOTE:

1. Assignments sent after **16.03.2021** will not be evaluated.
2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on A4 paper on one side only.
4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelop with superscription "**MBA Assignments**" and sent to **The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002** by **Registered post**.
5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on any *TWO* questions in each paper out of the *FOUR*. For each question the answer should not exceed 15 – pages. Each assignment carries 25 marks (2 questions). You are expected to write **two questions for every subject**.

DR. A. RAJASEKARAN
DIRECTOR

2.1 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. Identify the environmental, organizational and individual challenges of IHRM in 21st century. In your opinion which will be least important. Justify with your comments.
 2. Design an application blank to be used for recruitment of blue collar workmen and explain in what way it should differ from an application blank for supervisory personal.
 3. a) "Evaluating the performance of International managers is challenging job"
– State your opinion.
b) Construct a well-defined Recruitment and Selection policy for an International service oriented Organization.
 4. Can you easily solve the work conflict in a Multinational Company? Explain with suitable examples.
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2.2 INTERNATIONAL MARKETING MANAGEMENT

1. Describe the differences between ethnocentric, polycentric, regiocentric and geocentric orientations. How do these orientations affect international marketing practices? Explain by giving two examples.
 2. When MNC's enter India, they compromise on several aspects in their products to satisfy the price conscious Indian consumers. Do you accept this? Give examples from automobiles and FMCG sector.
 3. The vice president of an export house has asked you to prepare a market profile of leather-foot wears in Saudi Arabia. What factors would you consider in preparing the profile? What sources of information will you look for in preparing the above profile?
 4. Compare the basic differences between calculation of price for selling in the home market and in export markets, indicating the direct and indirect cost elements that are usually taken in to account in each case.
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2.3 INTERNATIONAL FINANCIAL MANAGEMENT

1. Asses the competitive strength and weakness of European, U.S. and Japanese Bank. How financial deregulation in Japan and Europe is are likely to affect the competitive balance in international banking?
 2. "International business volume is expected to grow with the process of globalization." How do you analyze this statement?
 3. Discuss the exchange rate Depreciation with suitable examples.
 4. Indian Government recently made a major policy decision permitting FDI in retail sector. Discuss its impact on domestic retail segment.
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2.4 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

1. Assume that a FMCG company is entering into India which has its network in more than 20 countries across the world. The company is planning to have its business throughout India. As a Logistic manager, how do you support the company in achieving its objectives? Give illustrations.
 2. "Many innovations on technology-based approaches are well-suited to the enhancement of the effectiveness of Supply Chain Management" – Justify this statement by giving few applications of information technology in SCM.
 3. Give arguments to support the statement the Wal-Mart has achieved very good strategic fit between its competitive and supply chain strategies.
 4. "Many Innovations on technology-based approaches are well-suited to the enhancement of the effectiveness of supply chain management" - Justify your views with examples.
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2.5 GLOBAL STRATEGIC MANAGEMENT

1. What do you understand by Global strategic management process? Take the case of any Multinational Company you are familiar with and discuss its strategic management process.
 2. What is core competence? How to identify, build, deploy and protect core competence? Illustrate with your own examples.
 3. What are the precautionary measures a firm has to adopt before deciding its communication strategy for its global brand? Take the case of body deodorant and home furniture as examples and discuss.
 4. "The unification of Europe has forced many businesses expand their global concerns to include neighboring countries" – Critically evaluate this statement.
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2.6 INTERNATIONAL TRADE POLICIES AND DOCUMENTATION

1. Examine how specific export promotion measures have benefited any company of your choice.
 2. Explain the EXIM policy and procedures adopted by India, since post liberalization.
 3. Explain the need for preparing export documents.
 4. Explain the concept of international business. Do you subscribed to the view that International Business has to face greater amount of complexities than the domestic Business? Substantiate your argument with reasoning.
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2.7.1 INTERNATIONAL MARKETING RESEARCH AND CONSUMER BEHAVIOUR

1. If you were to formulate the most critical learning points concerning the use and the conduct of international marketing research, what points would you come up with, both from an academic and a managerial perspective?
2. Assume you are appointed as a marketing head in a leading FMCG company in India. As part of the development process the company wants to expand its business operations internationally to its neighboring countries. You are given the task as following. a) Identifying the market and its segmentation b) Studying the consumer behavior c) Do product research d) Examining the market opportunities. Narrate your role to carry out the above task by doing market research.
3. How can educational and business institutions assist the international marketer in overcoming the problems posed by marketing relativism and the unconscious use of the self-reference criterion? Discuss with examples.
4. Identify the principal methods that companies might use in assessing and reviewing opportunities across international markets. Suggest alternate means by which firms can priorities and segment international markets.

2.7.2 EXPORT AND IMPORT FINANCE

1. Describe the new trends in India's global trading pattern with future prospects.
2. Inflation rate as well as interest rates will affect the value of currency rates – Discuss and also explain the reasons for variation of the inflation rate.
3. “Export incentives are major factors to encourage the EXIM business”- Do you agree? Explain with suitable examples
4. “Credit Insurance agencies will help the exporter & importer in financial payments” –prove it.