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| **SESSION** | **July 2023** |
| **PROGRAM** | **MBA** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DMBA402 International business** |

**Assignment Set – 1**

**1. Explain International Business. Explain the challenges faced while doing international business**

**Ans 1.**

**International Business:** 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 of international business.

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

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

**2. Impact of Culture on IB**

**Ans 2.**

**1. Impact of Economic Environment on International Business:**

The economic environment of a country plays a crucial role in shaping its international business operations. It consists of various factors like the economic system, economic policies, fiscal and monetary policies, inflation rate, exchange rate, and overall economic

**2. Impact of Culture on International Business:**

Culture plays a pivotal role in international business as it influences various aspects of business operations and decision-making processes. It includes the language, customs, traditions, values, and social norms of a country.

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

**1. Drivers of Globalization**

**2. International Labor Organization**

**1. Drivers of Globalization**

Globalization is the process of increasing interaction and integration among people, companies, and governments of different nations through international trade, investment, and the exchange of culture and ideas. Several key drivers are responsible for the acceleration of

**2. International Labor Organization**

The International Labor Organization (ILO) is a specialized agency of the United Nations that deals with labor issues, particularly international labor standards, social protection, and work opportunities for all. It was established in 1919 as part of the Treaty of Versailles,

**Assignment Set – 2**

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

**Ans 1.**

**International Marketing:** International Marketing refers to the application of marketing principles in more than one country. It involves the company in making one or more marketing mix decisions across national boundaries. It involves the firm in establishing production facilities overseas and coordinating marketing strategies across the globe.

International marketing is influenced by various factors such as political, economic, social,

**2. Explain FDI? Elaborate the advantages and disadvantages of FDI.**

**Ans 2.**

**Foreign Direct Investment:** FDI, or Foreign Direct Investment, refers to the investment made by a company or individual in one country into business interests located in another country. It typically involves establishing operations or acquiring assets in the foreign country, such as ownership or controlling interest in a foreign company. FDI can take many forms, including:

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

**1. Global Sourcing**

**2. International Product life cycle theory**

**Ans 3.**

**1. Global Sourcing**

Global sourcing refers to the process of obtaining goods or services from anywhere around the world, regardless of the location of the buyer. This approach to sourcing involves evaluating and comparing suppliers across different countries and continents to find the most

**2. International Product Life Cycle Theory**

The International Product Life Cycle Theory was developed by Raymond Vernon in the 1960s to explain the pattern of international trade and production of a product. The theory suggests that a product goes through four stages during its lifetime: introduction, growth,