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| **SESSION** | **JULY-AUGUST 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **3** |
| **COURSE CODE & NAME** | **DIBM303 MANAGEMENT OF MULTINATIONAL CORPORATIONS**  |
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**Assignment Set – 1**

**1. In what ways do international organizations impact the goals and hurdles encountered by businesses in the global market?**

**Ans 1.**

International organizations play a pivotal role in shaping the dynamics of the global business environment. They influence the goals and challenges multinational corporations (MNCs) face in numerous ways, such as setting international norms, facilitating economic cooperation, and regulating cross-border activities.

One of the primary roles of international organizations like the World Trade Organization (WTO) is to promote free and fair trade. By reducing trade barriers and ensuring compliance

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**2. What are the key theories that describe the behavior and flow of international trade, and how do they enhance our understanding of global economic relationships?**

**Ans 2.**

Several key theories explain the behavior and flow of international trade, offering insights into the dynamics of global economic relationships. These theories include classical perspectives like **mercantilism** and **comparative advantage**, as well as modern theories like the **Heckscher-Ohlin theory**, **product life cycle theory**, and **new trade theory**.

**Mercantilist Theory**

The mercantilist theory, one of the earliest concepts, emphasized that a nation’s wealth

**3. Examine the latest trends in international management and assess how they influence the challenges and opportunities for multinational corporations in today’s global business landscape.**

**Ans 3.**

In recent years, international management has undergone significant transformations due to advancements in technology, evolving consumer preferences, and geopolitical shifts. These trends create both opportunities and challenges for multinational corporations (MNCs), shaping their strategies and operations in the global business landscape.

**Key Trends in International Management**

**Digital Transformation and Artificial Intelligence (AI)** Technology is reshaping how

**Assignment Set – 2**

**4. Assess the major challenges and debates associated with technology transfer and suggest effective strategies for managing these issues in the modern business landscape.**

**Ans 4.**

Technology transfer is a critical process in global business, involving the exchange of technical knowledge, innovations, and practices between entities, often across national boundaries. While it plays a vital role in fostering economic growth and innovation, it also raises significant challenges and debates that need to be carefully addressed.

**Major Challenges and Debates**

**Intellectual Property (IP) Protection** One of the most significant challenges in technology

**5. Explain how comparative management principles can improve organizational efficiency and foster competitive advantage in various cultural and economic settings.**

**Ans 5.**

Comparative management is the study of how management practices vary across different cultural, economic, and institutional environments. By applying its principles, organizations can tailor their strategies to specific contexts, improving efficiency and achieving a competitive advantage.

**Understanding Comparative Management Principles**

**Cultural Sensitivity** Comparative management emphasizes understanding cultural

**6. Examine the formulation of international business strategy, outlining the essential steps and their importance in managing the complexities of global markets.**

**Ans 6.**

Formulating an international business strategy is a critical process for organizations aiming to expand their operations across borders. It involves analyzing global markets, aligning organizational goals with market opportunities, and addressing the complexities of cultural, economic, and regulatory environments. A well-crafted strategy not only ensures effective market entry but also sustains long-term competitiveness in the dynamic global landscape.

**Essential Steps in Formulating an International Business Strategy**

**1 Conducting Market Analysis** The first step involves a thorough analysis of potential