

**ANNAMALAI UNIVERSITY**

DIRECTORATE OF DISTANCE EDUCATION

M.B.A. INTERNATIONAL BUSINESS

SECOND YEAR

Academic Year : 2021 - 2022

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* as specialization.

Last date for submission: 16.03.2022

Last date for submission with late fee `Rs: 300/- : 19.04.2022

NOTE:

1. Assignments sent after 19.04.2022 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 envelope 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 R.SINGARAVEL
DIRECTOR**

2.1 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. Assume yourself as a managing director of a multinational corporation; what are the measuring tools you will utilize to evaluate the impacts of inter country differences on HRM? Justify your views with appropriate examples
2. Manpower planning is considered as the most primary and important task of HR department internationally. Why is it not so in India? Also discuss the consequences of not planning manpower requirements
3. Your Organisation is a multinational company based at India. Simultaneously three executives looking after three geographical area decides to quit. The top Management is asking you to conduct the exit interview for those tendered their resignation. How would you organize the exit interview? Will you impress upon them to continue? If "Yes" why? If "No" Why Not
4. A Human Resources manager working for a multinational company would be expected to have a much broader knowledge of employment related matters compared with a counterpart in a domestic company. What types of knowledge would you expect an international HR Manager to have? List and explain five items that you think most important in this regard?

2.2 INTERNATIONAL MARKETING MANAGEMENT

1. Explain the Different methods used by a researcher in conducting research in an International Environment? Which method can be most effective while collecting data about brand loyalty and why ?
2. Amazon.com has been an early winner in the on-line book business. Which market segment has Amazon served? Are the Amazon target market segments in the United States and the rest of the world identical?
3. "Modern marketing concept is applicable to all business organisations irrespective of their size or nature of the goods or services marketed"- Do you agree or disagree? Give your justification
4. Interview with friends and prepare the report and find out who would they go for information for the products mentioned below and also indicate why do you view

her/him as the source of information and advice?

- a) Computer note book b) Cell phones c) Holiday resort d) Toys.

2.3. INTERNATIONAL FINANCIAL MANAGEMENT

1. Elaborate the different criteria and difficulties in evaluating foreign projects While making international investment decision for developing countries investors.
2. "In the absence of a common currency throughout the world, a series of problems arise in International cash management." What are these problems? How can these problems be overcome?
3. An export company wants to raise capital from international markets. What are the basic considerations the firm should take into account while making this international financing decision? Explain.
4. What is euro band market? How does international stock market operations is an important aspect to a MNC.

2.4 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

1. You are assigned the position of Chief Manager in a logistics company located at Mumbai. You have customers across globe. Your responsibility is to collect the goods from various sources and export it from the nearest port. How do you do the operation, and explain the problems you may face during the logistical operations?
2. Many innovations on technology-based approaches are well-suited to the enhancement of the effectiveness of Supply Chain Management"-Justify the statement by giving few applications of information technology in SCM.
3. Assume that you are the manager for a logistics, how will you develop your organization? In that condition how would you manage disputes? Discuss and elaborate the statement.
4. Illustrate with suitable example of supplier assessment techniques used in logistics. Explain this as a logistic manager.

2.5 GLOBAL STRATEGIC MANAGEMENT

1. "Strategic planning deals with formulating, implementing and evaluating strategies to perform the cross functional decision of the company" Do you agree or disagree? Substantiate your views.
2. Take an organization with which you familiar, and use relevant tools and frameworks to identify and access the potential sources of competitive advantage. To What extent will the sustainability of this competitive advantage depend upon the organization strategic capabilities or its position within the industry?
3. Classical management-oriented organizations differ from strategy-focused organizations. Discuss.
4. "Globalization presents a real challenge to the strategic management of Business Corporations." How can any group of people in any one company keep track of all the changing technological, economic, political – legal and Socio-cultural trends around the world? This is clearly impossible – Justify your views.

2.6 INTERNATIONAL TRADE POLICIES AND DOCUMENTATION

1. Exports made on re-export basis shall not be counted for reorganization, why?
2. Analysis the WTO, what role does the WTO play with respect to the Indian economy.
3. "IMF and world bank serve the interests of industrialized nations rather than these of the developing countries." – Discuss.
4. Briefly explain the latest EXIM Policy of India. Identify the gains and losses of those policies.

2.7.1: INTERNATIONAL MARKETING RESEARCH AND CONSUMER BEHAVIOUR

1. How do social and cultural influence the impact on international consumer behavior.
2. "Experimental method of research is not suitable in management field". Discuss, what are the problems in the introduction of this research design in business organization?
3. Discuss the major ethical issues in International marketing with three examples.
4. A company manufacturing electronic goods wants to know how best it can satisfy its potential buyers in the Indian market. Give your suggestions for formulating an appropriate marketing research proposal.

2.7.2 EXPORT AND IMPORT FINANCE

1. "Credit Insurance agencies will help the exporter & importer in financial payments" – Prove it.
2. What is letter of credit? How finance importers will use letters of credit? Elaborate different types of Letter of Credits prevailing in business.
3. Describe the general provisions related to import under the Foreign Trade Policy (EXIM Policy) of Government of India. Do you think that these provisions facilitate the foreign trade?
4. Do you think marine insurance is necessary one in export? Comment on it.