

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
MASTER OF BUSINESS ADMINISTRATION
III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

D 301: INTERNATIONAL BUSINESS

Assignment No 1

Answer All Questions:

5 x 5 = 25

1. Explain in detail the concept of International Business. Also explain the special problems that arise in International Business when compared to domestic business.
2. What is environmental scanning? Examine the need for environmental scanning for a Multinational Enterprise as part of Strategic Planning.
3. Explain in detail the features of Hecksher-Ohlin trade model with a special emphasis on its differences from the other trade theories.
4. Do you feel that it is a must for an international organization to have an on-going monitoring system and adhoc performance evaluation practices. Give reasons.
5. What is Foreign Direct Investment ? Describe fully the features of FDI approaches in terms of merits and limitations.

Assignment No 2

Answer All Questions:

5 x 5 = 25

1. 'Workers in under developed countries are always less productive than their counterparts in developed countries'. Comment.
2. Do you consider the need to have a multilateral approach to deal with operations of multinational corporations? If yes, why? If not, specify reasons.
3. Do you feel that the MNCs affect the operations of national enterprises? Give valid reasons with suitable illustrations.
4. What do you understand by the term 'multi-focal Strategy? Analyse the different hurdles that stand in the way of managing a multi-focal strategy.
5. It has been felt by many that the objectives of SAARC for which it was started are not materialized in true letter and spirit. Do you agree? Give reasons.