

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Fifth Semester Assignment*****Programme Name-MBA-Fifth Semester****Programme Code-MBA-10****Course Name-International Business****Course Code:CP3002****Maximum Marks-40****Session-2012-13, Summer****Last date of Submission -15 January, 2013****Section-A**

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following –

1. Comparison between International and Domestic Marketing.
2. Bretton Woods Agreement.
3. Structure of Foreign Exchange Market.
4. Merger Process.
5. Strategies for Global Brands.
6. Different phases in the Supply Chain Management.
7. Opportunities for a multinational firm.
8. Offshore markets.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Describe three main theories which create a need for the business enterprises to globalise.
2. "A multinational financial environment is the cause and effect of international trade". Explain.
3. Explain the foreign investment global strategy used by Indian Companies.
4. What is the difference between Multi Domestic Company and International Company? Also explain the different approaches related to globalisation.