

**Bachelor of Business Administration
(BBA)**

**ASSIGNMENTS
2026**

[Valid from 1st January, 2026 to 30th December, 2026]

Sixth Semester



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**



Bachelor of Business Administration

(BBA)

ASSIGNMENTS – 2026

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.

We are sending the assignments for **BMP-003, BMP-004, BMP-005, BCOS-185 and BCOS-186** together.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in June 2026 Term End Exam, they have to submit the assignments latest by 15th March 2026.
2. Those students who are appearing in December 2026 Term end exams, they should submit the assignments latest by 15th October 2026.

You have to submit the assignments of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	BMP-003
Course Title	:	International Business Environment
Assignment Code	:	BMP-003/TMA/2026
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. a) Define international business. Briefly explain the reasons for entering into international business. **(10+10)**
b) What do you mean by international business environment? Discuss the Opportunities and Challenges in the International Business Environment for Business Firms.
2. Define International Investment. Explain its implications in achieving higher economic growth in India. Discuss the advantages and disadvantages of Foreign Direct Investment to both home and host country. **(4+8+8)**
3. a) Explain the need for international business negotiations. Why do companies engage in negotiations while entering foreign markets? **(10+10)**
b) What is Triple Bottom Line (Planet, People, Profit) framework. How does this model help international firms evaluate sustainability performance across global markets?
4. **Distinguish between the following:** **(4x5)**
 - a) Joint Ventures and Strategic Alliance
 - b) Mercantilism and Absolute Advantage
 - c) Consumer's surplus and Producer's surplus
 - d) Micro environment and Macro environment
5. **Write short notes on the following:** **(4x5)**
 - a) Law of Comparative Advantage
 - b) Economic Environment
 - c) WTO
 - d) International Business Negotiations