

**Master of Business Administration (MBA)/ Master of Business Administration
(Online) MBA(OL) / Master of Business Administration (Banking and Finance)
(MBF)/ Master of Business Administration(Financial Management) (MBAFM)/
Master of Business Administration(Human Resource Management)
(MBAHM)/ Master of Business Administration(Marketing Management)
(MBAMM) Master of Business Administration(Operations Management)
(MBAOM)**

ASSIGNMENT

For

July 2025 and January 2026 Semester

MMPC-016: INTERNATIONAL BUSINESS MANAGEMENT

Last date of submission for July 2025 Semester is 31st October 2025

and for January 2026 Semester is 30th April, 2026)



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPC-016
Course Title	:	International Business Management
Assignment Code	:	MMPC-016/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

- 1.** What do you understand by Globalization? Illustrate your answer with an organization of your choice which has expanded its operations from domestic to global.
- 2.** Describe the organizational structure of WTO for understanding the system of governance under WTO.
- 3.** What are the different pillars of ASEAN countries success? Explain each one of them.
- 4.** Explain the advantages and disadvantages of different modes through which an organization enters any market.
- 5.** What is International Marketing? Describe the key drivers of International Marketing giving examples..