

**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 2026 and January 2027 Semester

MMPC-016: INTERNATIONAL BUSINESS MANAGEMENT

Last date of submission for July 2026 Semester is 31st October 2026

and for January 2027 Semester is 30th April 2027



**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/2026
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 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. Analyse the impact of political, economic, socio-cultural, technical, legal, and environmental (PESTLE) variables on multinational firms that operate across borders.
2. Discuss classical and modern trade theories explaining current global trade patterns, using examples from growing economies such as India and China.
3. A medium-sized Indian manufacturing company intends to expand its operations into global markets. Discuss different international market entry strategies available for the organization.
4. Explain the significance of International Financial Management in International Business. Discuss how foreign exchange fluctuations affect international trade and investment.
5. "Managing people across cultures is one of the biggest challenges in international business." In light of the above statement explain the role of culture in international business management. Explain giving suitable examples.