

MS-97

Management Programme (MP)

**ASSIGNMENT
For
January 2025 Session**

MS-97: International Business

(Last date of submission for January 2025 session is 30th April, 2025)



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

ASSIGNMENT

Course Code	:	MS-97
Course Title	:	International Business
Assignment Code	:	MS-97/TMA/ JAN/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 January 2025 session is 30th April, 2025.

1. Differentiate between the theory of absolute cost advantage and the theory of comparative cost advantage. Support your answer with the help of examples.
2. What are the different modes of planning in MNEs? Discuss with the help of real-world examples.
3. Explain the different types of factors which contribute to the performance of transnational organizations.
4. How does the technology transfer help the MNCs to gain a competitive edge over their competitors? Explain with the help of suitable examples.
5. Explain the cross-cultural negotiation process in MNCs.
6. Explain as to how the World Bank affiliates promote International Business