

MS -97

Management Programme (MP)

ASSIGNMENT
For
July 2025 and January 2026 Semesters

MS-97: INTERNATIONAL BUSINESS

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	:	MS - 97
Course Title	:	International Business
Assignment Code	:	MS -97/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.** Why do firms go international? Give reasons.

- 2.** Explain the different strategies which the managers can adopt to cope with the cultural differences. Support your answer with illustrations.

- 3.** Describe different theories of internationalization.

- 4.** Why is it important for organizations to train the expatriates? Explain with the help of examples.

- 5.** Discuss the characteristics of emerging economies.