

Master of Business Administration

MB0052 – Strategic Management and Business Policy – 4 Credits

(Book ID: B1314)

Assignment

Set - 1

(60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

1. What is meant by 'Strategy'? Differentiate between goals and objectives.
2. Define the term "Strategic Management". What are the types of strategies?
3. Describe Porter's five forces Model.
4. What is strategic formulation and what are its processes?
5. Explain strategic evaluation and its significance.
6. Define the term "Business policy". Explain its importance.

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Assignment

Set - 2

(60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

1. What is meant by “Business Continuity Plan” (BCP)? Discuss the steps involved in BCP.
2. What is meant by “Business plan”? Describe the strategies to create a business plan.
3. What are the benefits of MNCs?
4. Define the term “Strategic Alliance”. Differentiate between Joint ventures and Mergers.
5. What do you mean by ‘innovation’? What are the types of innovation?
6. Describe Corporate Social Responsibility.

Master of Business Administration - Semester 4

MB0053: "International Business Management"

(4 credits)

(Book ID: B1315)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. What is globalisation and what are its benefits?
2. Discuss in brief the Absolute and comparative cost advantage theories.
3. How is culture an integral part of international business. What are its elements?
4. Describe the tools and methods of country risk analysis.
5. Write short notes on:
 - a. Spot and forward contracts
 - b. Foreign currency derivatives
6. Discuss the importance of transfer pricing for MNCs.

Master of Business Administration - Semester 4

MB0053: "International Business Management"

(4 credits)

(Book ID: B1315)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks

1. Write a note on strategic objectives.
2. Discuss in brief the role of WTO in promoting international business.
3. Write a note on various export promotion schemes by GOI.
4. What do you understand by regional integration? List its types.
5. What are the challenges faced by Indian businesses in global market?
6. Discuss the various e- business models.