

NMIMS Global Access
School for Continuing Education (NGA-SCE)
Course: International Business
Internal Assignment Applicable for December 2016 Examination

Assignment Marks: 30

Instructions:

- All Questions carry equal marks.
 - All Questions are compulsory
 - All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.
 - All answers to be written individually. Discussion and group work is not advisable.
 - Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.
 - Students should write the assignment in their own words. Copying of assignments from other students is not allowed.
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1. "Under Globalization and WTO the main beneficiary has been the Developed Country and not Developing Countries such as India". Critically analyze the given statement and give your views. **(10 marks)**

2. "Various Export Promotion Agencies has been established by Government of India? However they have been unsuccessful in helping India in International Business" Do you agree/disagree with the given statement. Support your opinion with 2 or 3 examples. **(10 Marks)**

3. "In International Business, it is not possible to define one single Market Entry Strategy for all developing countries because of the following reasons":



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(a) Cultural Differences (5 marks)

(b) Economic Differences. (5 Marks)

Illustrate the above with suitable examples and cases.
