

Assignment No. 1

Course Code: EMGN571

Registration Number: _____

Instructions:

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

Q1. According to you, which international growth strategy does McDonald's deploy? Explain the pros and cons of this strategy.
[10 Marks] [CO1, CO2, CO3, L2, L3]

Signature of the Student_____

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Note:-

CO: is the Course Outcome as per your course syllabus.

L1-L6: Learning level objectives as per Revised Bloom Taxonomy (RBT).

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Q2. Do you think globalization can be predatory? Taking a real-world example, justify your opinion. Also, suggest some strategies that companies in developing and underdeveloped countries can follow to safeguard themselves.

[10 Marks] [CO1, CO2, CO3, L2, L3]

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