
 SURESH GYAN VIHAR UNIVERSITY Accredited by NAAC with 'A' Grade		INTERNAL ASSIGNMENT - 1
Course	MBA	International Business
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Explain the role of India in the WTO and the WTO's role in Indian socio-economic development.
- B. What is a joint venture? Why do the firms prefer joint venture to go global?
- C. What is international SWOT analysis? How to use it in formulating global strategies.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Define green field strategy.
- B. What is a mode of entry?
- C. Production alliance
- D. Joint venture
- E. Define mergers.

 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 2
Course	MBA	International Business
Semester	4	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. Explain the steps towards globalization.
- B. What are the advantages and disadvantages of economic integration?
- C. How do you cluster the countries based on the similarities in their accounting standards.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A. Determination of royalty
- B. Explain contract manufacturing.
- C. What is opportunity?
- D. What is technology?
- E. Define indirect exporting.