

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

4TH SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA INTERNATIONAL BUSINESS (IB)

31741D1- INTERNATIONAL MARKETING LOGISTICS

1. Explain the importance of supply chain management ?
2. What do you mean by shipment? Explain three basic forms of shipping.
3. Write short note on (i) House stuffing (ii) Terminal stuffing.
4. What do mean by container? Explain different types of containers.
5. Explain the different types of warehousing ?

31742D2- FOREIGN EXCHANGE MANAGEMENT

1. Discuss about the legal aspects of forex markets with suitable example ?
2. Explain in brief about the concepts of NEER and REER
3. Elucidate the importance of forward exchange contracts and bring out the types of contract
4. How to manage foreign exchange risk? Explain with an example
5. Explain about determinants of exchange rates

31743D3- MANAGEMENT STRATEGIES OF MNCs

1. Explain the term cost leadership and cost reduction strategy ?
2. The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control. Discuss.
3. Discuss about international strategic alliances.
4. Explain the work force diversity interventions in MNCs.
5. Discuss about the organizational aspects of Integration of subsidiaries

31744D4 - WTO – CONSTITUTION AND OPERATION

1. Explain the articles of WTO ?
2. Discuss about the agreement on agriculture and bring out the salient features of it.
3. Explain the concept of customs valuation and various aspects related to it.
4. Explain the TRIMS and its salient features.
5. Explain trade facilitation measures undertaken by WTO

31745D5 - MULTINATIONAL FINANCIAL MANAGEMENT

1. Explain cost of capital and its components.
2. Explain Transfer Pricing. Can it be used for fund transfer? How?
3. Present briefly the environmental factors of MFM.
4. Explain the concept and nature of foreign direct investment by MNCs.
5. Compare and Contrast the NPV method with the ARR method of investment decision