

ANNAMALAI UNIVERSITY -- OVERSEAS CENTER (218)

MBA (IB – 2nd YEAR) ASSIGNMENT SUBMISSION INSTRUCTIONS

1. Students are instructed to write the assignments for any **TWO topics in each paper out of the FOUR**. For each topic the answer should not exceed 15 pages.
2. Assignment should be on foolscap or A4 paper on one side only.
3. **Enrolment Number should be marked on the top right hand corner on all pages of assignments.**
4. No notice will be taken of assignments which are not properly filled in with Enrolment Number and the title of the papers.
5. **Assignments can be handwritten of the student concerned or typewritten.**
6. If it is typewritten, the following self Declaration must be put **on the title page of each paper.**
7. **The front page of the assignment should contain the following details:**
 - a. Name of the student
 - b. Course with specialization
 - c. Enrolment Number
 - d. Title of the paper

Self Declaration

I declare that the assignment submitted by me is not a verbatim / photostatic copy from the website/ books / journals / manuscripts.

Signature of the student

Countersigned

Signature of the Faculty Concerned

Each paper carries 25 marks.

Note: Please put assignments of two topics in one binding i.e. one bound volume for each paper.

N.B: For MBA Information System students there will be no submission of assignment for the subject (180) Information Technology Applications Lab. Practical Examination for this subject will be for 100 marks.

2.1 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. MNEs are often forced to deal with staffing issues when opening new subsidiaries abroad. Describe the main characteristics of the ethnocentric, polycentric and geocentric approach to staffing and what are the advantages and disadvantages of each of these approaches.
 2. A Human Resources manager working for a multinational company would be expected to have a much broader knowledge of employment related matters compared with a counterpart in a domestic company. What types of knowledge would you expect an international HR Manager to have? List and explain five items that you think most important in this regard?
 3. A Singapore SME relocates an engineer from Singapore to China. As HR manager it is your job to determine the compensation components this engineer will receive. Describe the two methods you would use and the advantages and disadvantages of each. What is your preferred remuneration method for this assignment?
 4. How many institutional theory support both localization adaptation of HRM policy to local specificities and a country-of-origin effect in the HRM activities of MNCs? Explain with examples.
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2.2 INTERNATIONAL MARKETING MANAGEMENT

1. "An adaptation strategy is particularly important for industry like Hosiery that exports the products because it ensures that the product meets local cultural and regulatory requirements" – Discuss.
2. "In geographic pricing strategy, a firm may charge a premium in one market, penetration price in another market and a discounted price in the third". Critically evaluate this statement.
3. Identify and analyze the importance of six 'C's of the channel strategy in international distribution marketing.
4. Interview with friends and prepare the report and find out who would they go for information for the products mentioned below and also indicate why do you view her/him as the source of information and advice?
 - a) Computer note book
 - b) Cell phones
 - c) Holiday resort
 - d) Toys

2.3 INTERNATIONAL FINANCIAL MANAGEMENT

1. What is euroband market? How international stock market operation does is an important aspect to a MNC.
 2. Critically evaluate the SEBI guidelines with regard to investments by foreign institutional investors.
 3. What do you understand by double taxation relief? Comment on the indo-Mauritius double taxation avoidance treaty. Also highlight the salient features of Singapore India double taxation avoidance agreement.
 4. How can inflation influence project appraisal? What remedies are available to neutralise the effects of inflation on project appraisal.
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2.4 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

1. Critically examine the present concept of Logistics for settling dispatching disputes. Give your suggestions.
 2. "Facility network structure requires greater flexibility for global operations compared to domestic operations" – Comment on this statement
 3. Assume that you are the manager for a logistics, how will you develop your organization? In that condition how would you manage disputes? Discuss and elaborate the statement.
 4. "Supply chain management is the need of the hour for current business scenario" – Substantiate your views for the above statement by explaining the real time success stories of any three business firms of your choice.
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2.5 GLOBAL STRATEGIC MANAGEMENT

1. Choose strategic developments for an organization that you are familiar with and compare the resources configuration implication. What advice would you give the management based on your analysis?
2. "Location and coordination have become the critical strategic issues for corporations facing the challenges of globalization." – Justify your views.
3. "Assessment of the strategic capability of the organization centers on appraisal of its performance in different functional areas." Critically examine the statement
4. Take an organization with which you familiar, and use relevant tools and frameworks to identify and access the potential sources of competitive advantage. To What extent will the sustainability of this competitive advantage depend upon the organization strategic capabilities or its position within the industry?

2.6 INTERNATIONAL TRADE POLICIES AND DOCUMENTATION

1. 8th November, 2016 is considered as very important day for Indian economy, what happened on that day? What were the impacts of that incident on USD: INR Value?
 2. Do developing countries face special problems in financing their international trade? If so, what are these problems? Discuss.
 3. Analyse the WTO, what role does the WTO play with respect to the Indian economy.
 4. Do you know the International trading companies and types of trading companies? How do they assist the flow of imports and exports?
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2.7.1 INTERNATIONAL MARKETING RESEARCH AND CONSUMER BEHAVIOUR

1. "Experimental method of research is not suitable in management field." Discuss, what are the problems in the introduction of this research design in business organisation?
 2. How can educational and business institutions assist the international marketer in overcoming the problems posed by marketing relativism and the unconscious use of the self-reference criterion? Discuss with examples.
 3. Define 'extensive problem solving', 'limited problem solving', and 'routinised response behaviour'. What are the differences between the three decision-making approaches? What type of decision process would you expect most consumers to follow in their first purchase of a new product or brand in each of the following areas? Justify your views

a) Chewing gum	e) Paper towels
b) Sugar	f) Mobile telephone
c) Men's aftershave lotion	g) New bank account
d) Carpet	h) Luxury car.
 4. A marketer in the cosmetics industry once remarked: "In the factory, we make cosmetics; in the drugstore we sell hope" how does this relate to the marketing concept and the need of the marketers to understand consumer behavior?
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2.7.2 EXPORT AND IMPORT FINANCE

1. Do you think marine insurance is necessary one in export? Comment on it.
2. a) Explain the factors affecting the balance of trade. Briefly discuss how trade balances effects upon nation's GDP?
3. Describe the general provisions related to import under the Foreign Trade Policy (EXIM Policy) of Government of India. Do you think that these provisions facilitate the foreign trade?
4. What do you understand by word Letter of Credit? What is the importance of Letter of Credit in the export and import finance? Elaborate different types of Letter of Credits prevailing in business?