



# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)



'A' Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi and Approved by Bar Council of India & NCTE

<b>BBA(G) VIth Semester</b>	<b>International Business Management</b>	<b>Paper Code : 308</b>
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**Objective:** The basic objective of this assignment is to familiarize the students with the various aspects of International Business Management & Global dimensions.

**Questions:**

1. What are the alternative methods of entry for a firm into foreign markets? Explain briefly by bringing out their merits and demerits.
2. Explain the process of international recruitment and selection and the need for expatriate training and development.
3. Describe the framework for global business strategy.
4. Discuss country risk analysis in detail
5. Explain any two of the following:
  1. International code on Transfer of Technology.
  2. Evolution of globalization in various stages.

**Procedure:**

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

1. Introduction
2. Objective of the assignments
3. Assignment questions with answers
4. Conclusion
5. References

**Outcome:**

After completing the assignment, students will understand the various concepts of IBM & can interpret variables and will be able to perform better in the subject

**Reference Book:**

Sharan, (2010), International Business, 2<sup>nd</sup> Edition , Pearson Education