

## **BA5301 INTERNATIONAL BUSINESS MANAGEMENT**

### **IMPORTANT QUESTIONS AND QUESTION BANK**

#### **UNIT-I INTRODUCTION**

##### **2-Marks**

1. Define international business.
2. What are the benefits of international business?
3. Define the term 'globalization'.
4. What is business environment.
5. Explain globalization with help of examples.
6. Would you want to work for a foreign-owned firm? Why or why not?
7. Define liberalization.
8. What are trade barriers?
9. What are models of culture?
10. What is culture environment?
11. Explain the stages in globalization.
12. Explain the approaches of international business.
13. Why components of international business are important?
14. Explain Cross National Agreements.
15. List out the criteria for assessing country attractiveness?
16. Difference between domestic business and international business?
17. Describe the term Business Environment?
18. What are the ways to improve the international business?
19. List out the factors affecting International Business Environment?
20. How would you think political environment is essential?

##### **13-Marks**

1. Discuss the process of evolution of international business.
2. Broadly explain the environments of international business.
3. Explain the important factors causing globalization of business.
4. Explain protection and liberalization of global business environment. Give their relative merits and demerits.
5. Is privatization by itself enough to guarantee economic growth? Why? Explain using an example.
6. Discuss the impact of technological change on global markets.
7. 1) Describe the modern challenges in international business domain along with their possible solutions in international business management?
8. 2) What are the types and elements of culture as an environment in the international business management.
9. 1) Explain the forms of international business?

- 2)What are the reasons for internationalization.
- 10.Explain the different factors of international business environment.
- 11.Explain in detail about the steps needed to upgrade domestic business into international business.
12. 1)Discuss the various causes, concerns and issues in Economic Globalization.  
2)Give some advantages of globalizations.
- 13.Explain the various advantages and disadvantages of Internalizations of business?
- 14.Analyse the trend of international business environment in India?
- 15.Explain the salient features of “Liberalizations” in the present Global business Scenario.

## **UNIT-II INTERNATIONAL TRADE AND INVESTMENT**

### **2-Marks**

1. What is meant by ‘Regional Trade block’?
2. Write a note on strategic alliance.
3. Specify the challenges of global business.
4. What is international trade?
5. What is world trade organization and its role in the world economy?
6. Define free trade?
7. Define international investment.
8. Explain the term new trade theory.
9. Explain the features of “Free Trade Area (Regime)?
10. Define competitive Advantage.
11. List out the factors affecting international trade and investment.
12. What is internationalization?
13. Give any three importance articles of GATT?
14. What are promotional strategies?
15. Define NAFTA.
16. Explain the term international trade.
17. State the theories of international trade & investment?
18. Explain FDI International Entrepreneurship is essential.
19. Show your understanding of the term free trade?
20. List out the purpose of multilateral agreements?

### **13-Marks**

1. Discuss the features or General Agreement on Trade in Services.
2. Explain the types, merits and demerits of Regional Trade Blocks. Discuss the RTBs across the globe.
3. Explain the objectives and function of GATT.
4. Describe any two theories of international trade.

5. Compare and contrast absolute advantage theory and comparative advantage theory.
6. Discuss the benefits and cost of FDI from the perspective of a host country and from the perspective of the home country.
7. Describe the global promotional strategies along with the challenges faced during the promotion of global business?
8. Explain the role of WTO in multilateral trade negotiation.
9. Explain the objectives and function of WTO.
10. Explain and detail about the various Trade Barriers and Non-Trade Barriers.
11. Explain an account on the round discussion of GATT trade negotiations.
12. Explain GATT? State the difference between GATT & WTO?
13. Explain in detail about purchasing power parity theory.
14. Explain the various levels of Regional Trade Agreements.
15. Explain in detail about the theory of Porter Diamond Model of International Trade.

### **UNIT-III INTERNATIONAL STRATEGIC MANAGEMENT**

#### **2-Marks**

1. Mention the different types of organizational structure.
2. What is Global Portfolio Management?
3. What is Differentiation in strategic compulsions?
4. What is Portfolio Management?
5. Mention the different forms of international Business.
6. What is the difference between profitability and profit growth?
7. Explain organizational structure.
8. What are global entity strategies?
9. Difference between profitability and profit growth?
10. Explain Balance of Trade.
11. What is Acquisition?
12. Explain the different forms of "joint ventures".
13. Define assembly operation.
14. What is performance evaluation system?
15. Give the main ideas of management contracts?
16. What are the stages in International Strategic planning?
17. Define strategic compulsions.
18. Give your idea about Portfolio Management?
19. What is the use manufacturing strategies without FDI?
20. How would you think exporting is essential?

#### **13-Marks**

1. Discuss the methods of evaluating the performance of the international business.
2. How does the international strategy of a firm affect the structure and control systems? Discuss.
3. Write an essay about Portfolio Management?

4. Distinguish between standardization and differentiation strategies with suitable examples.
5. Discuss Michael Porter's interpretation of value creation and relate with competitive advantage theory.
6. Analyze the relationship between a firm's control system and a firm's incentive system. Why is this relationship important?
7. Explain in detail about the different forms of Global Entry Strategy.
8. Define Indirect Exports? Explain the methods and advantage of the Indirect Exports.
9. Detail about the control techniques in international business.
10. List the advantages of different forms of international business?
11. Describe the organizational issues of international business and how they can be solved effectively.
12. 1) Explain the types of organizational structures.  
2) Compare geographic and matrix division structure.
13. Discuss the features of an effective control mechanism in international business.
14. Detail about describe the various performance measurement indicators of a Multinational Corporation.
15. "Organizational issues discuss several topics from every dimension while setting up an international business". What are they?

**UNIT-IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE  
MANAGEMENT OF GLOBAL BUSINESS**

2-Marks

1. What do you mean by culture stock?
2. What is meant by exchange rate?
3. Define 'market-oriented export pricing'.
4. What is economy of scale?
5. What is exchange rate risk?
6. Outline the two main issues that managers must be aware of when considering market segmentation in foreign countries.
7. Identify the three main factors that affect the decision of locating production.
8. Define global production and economy of scale.
9. Explain the global supply chain management.
10. Identify the threats of globalization of markets?
11. What is global marketing mix?
12. Give some of the major Investment Decision for International Business?
13. What is investment decision?
14. Explain about capital budgeting?
15. Define training.
16. Evaluate global marketing?
17. How would us PRODUCT strategies in global markets?
18. Explain about distribution Channel Management.
19. Define social responsibilities of a global organization?
20. Solve the distribution channel?

### 13-Marks

1. Discuss the role and significance of training and development in international business.
2. Discuss export promotion in international trade.
3. Discuss about the various types of exchange rate systems and state the factors determining the exchange rate.
4. 1)Discuss the issues in global supply chain management.  
2)what are the challenges in international product development?
5. Discuss the advantage and disadvantage of a polycentric approach to staffing.
6. Explain how the strategic role of foreign factories evolves over time.
7. Explain the strategic role of foreign factors evolves over time.
8. Explain the scale of operation.
9. Explain in detail about the evaluate the pricing strategies?
10. Explain the International distribution channel.
11. What question would you ask during the make or buy decision?
12. Explain in detail about globalization of markets?
13. Explain in detail about the factors to be considered by an international firm to locate its production activities?
14. Explain the basic concepts of foreign exchange (FOREX, in shorts its nature and types of Forex Market.
15. Detail about exposure netting?

### **UNIT-V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT**

### 2-Marks

1. Mention any four activities of an international agency.
2. What are different types of conflict?
3. What is Negotiation?
4. What is conflict resolution?
5. What is ethical decision-making?
6. What are ethical dilemmas? Why do they exist?
7. Mention the disadvantages of international business.
8. What are conflicts?
9. State the sources of conflicts in international business?
10. What is organizational conflict?
11. What is the difference between conflict and dispute?
12. Describe the problems in ethical decision making?
13. Explain the "Vertical Marketing Systems".

14. Give the issues of transfer pricing?
15. List some of the importance of international business ethics?
16. Solve the individual level conflict?
17. How would you classify the conflicts?
18. What are the term conflict resolution?
19. List some agencies participating in negotiation process?
20. Opinion about win-win solution?

### 13- Marks

1. What are the factors of international business conflict? Explain with Examples.
2. What is meant by ethical decision making? Enumerate the ethical issues in international business.
3. Explain the disadvantage of international business.
4. Discuss the ethical issues in international business.
5. Compile the ways in which international business and its managers can ensure that ethical/issues are considered in business decision?
6. Identify the major areas of social responsibility for international business.
7. Explain in detail about the different types of conflicts in international business and how they can be resolved.
8. What are the factors affecting negotiation in international business?
9. Explain the provisions relating to conflict resolution through judicial settlement?
10. Explain the process of negotiation in international business.
11. Explain the provisions relating to conflicts resolutions through judicial settlement?
12. What is the difference between individual and group level organizational conflicts?
13. Explain the sources of conflicts in international conflicts.
14. Explain the role of WTO in dispute resolution among countries.
15. Explain in detail about the problems in ethical Decision Making.