

# **SRM VALLIAMMAI ENGINEERING COLLEGE**

**(An Autonomous Institution)**  
SRM Nagar, Kattankulathur – 603 203

## **DEPARTMENT OF MANAGEMENT STUDIES**

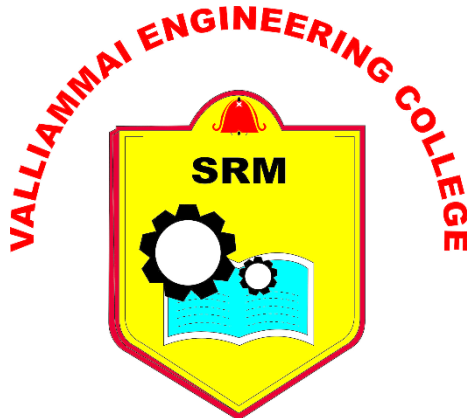
### **QUESTION BANK**

#### **III SEMESTER**

#### **1915302 – INTERNATIONAL BUSINESS MANAGEMENT**

**Regulation – 2019**

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## DEPARTMENT OF MANAGEMENT STUDIES QUESTION BANK

### UNIT – I – INTRODUCTION

**SYLLABUS:** International Business – Definition – Globalization of Markets - International business environment – Economic Environment, Political Environment, Demographic environment, Legal Environment, Country Culture, Cross Culture and Culture in an International Business Organisation – Protection Vs Liberalisation of global business environment.

### PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define International Business.	Level 1	Remembering
2	Write down the components of International Business.	Level 2	Understanding
3	Compare Domestic and International Business.	Level 3	Applying
4	Write down the various approaches to International Business.	Level 4	Analysing
5	State the importance of the International Business.	Level 5	Evaluating
6	Outline the stages of Globalisation.	Level 6	Creating
7	What is meant by Globalisation of Markets?	Level 1	Remembering
8	List down the importance of economic environment in International Business.	Level 2	Understanding
9	State the factors affecting International Business.	Level 3	Applying
10	Write a brief on Cultural Environment.	Level 4	Analysing
11	Explain the concept of Liberalisation.	Level 5	Evaluating
12	Compare Globalisation of Market and Globalisation of Production.	Level 6	Creating
13	Write down the importance of Political Environment.	Level 1	Remembering
14	How would you assess the attractiveness of a country?	Level 2	Understanding
15	Discuss the concept of International Trade	Level 3	Applying
16	Explain Transnational Strategy.	Level 4	Analysing
17	What is meant by Export Promotion?	Level 1	Remembering
18	Discuss Free Trade Regime.	Level 2	Understanding

19	What are the characteristics of International Business?	Level 1	Remembering
20	What do you mean by International Market Selection?	Level 1	Remembering
21	Define legal environment?	Level 1	Remembering
22	Explain Cross Culture?	Level 2	Understanding
23	Define Demographics?	Level 3	Applying
24	Differentiate political environment and demographic environment?	Level 1	Remembering

**PART- B**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	Why do companies engage in International Business?	Level 1	Remembering
2	Discuss the factors contributing towards the promotion of International Business.	Level 2	Understanding
3	Elaborate the steps involved towards the Internationalisation of Business.	Level 3	Applying
4	Discuss the various approaches towards International Business.	Level 4	Analysing
5	Critically analyse the pros and cons of International Business.	Level 5	Evaluating
6	Elaborately explain the factors causing globalisation of businesses.	Level 6	Creating
7	Assess the role of economic environment in International Business.	Level 1	Remembering
8	How would you assess the attractiveness of a country for International Business?	Level 2	Understanding
9	Examine the impact of globalisation in today's economy.	Level 3	Applying
10	What is the impact of Business Environment on International Business? Explain.	Level 4	Analysing
11	Elaborate the role of liberalisation and its influence in International Business.	Level 1	Remembering
12	Discuss the reasons underlying international business.	Level 2	Understanding
13	Illustrate the stages of Globalisation and state the merits and demerits of globalisation.	Level 4	Analysing
14	What is meant by protectionism?	Level 1	Remembering
15	Bring out your arguments in favour of protectionism?	Level 1	Remembering
16	Write the characteristics of international business?	Level 2	Understanding
17	Explain the factors affecting political environment?	Level 3	Applying

**PART - C**

<b>S.NO</b>	<b>QUESTIONS</b>
1	Analyze the trend of International Business Environment in India.
2	Examine the steps needed to upgrade Domestic Business to International Business.
3	Imagine that you are the Vice President; Marketing is a domestic firm which is not very keen to go international despite good business opportunities overseas. Write a detailed note in the President of the Company explaining the advantages to the company if it enters international business and markets.
4	Illustrate the salient features of 'Liberalization' in the present Global Business Scenario.
5	Explain IBM structure and control system?

**UNIT – II – INTERNATIONAL TRADE AND INVESTMENT**

**SYLLABUS:** Promotion of Global business – Role of GATT/WTO, NAFTA, BRICS, BREXIT, EU, IMF, Role of IMF, IBRD, Features of IBRD – Challenges for global business – Global trade and investment – Theories of International trade, Mercantilism, Absolute advantage, Comparative advantage, Heckscher – Ohlin, Product life cycle theory and Porter's Diamond model – Regional Trade Block (RTB) – Types – Advantages and disadvantages – International Trade wars – Foreign investments, types of Foreign investments, motives.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	Define International Trade.	Level 1	Remembering
2	What is meant by GATT?	Level 2	Understanding
3	State the functions of WTO.	Level 3	Applying
4	Write down the factors affecting International Trade and Investment.	Level 4	Analysing
5	Outline the feature of a Free Trade Zone.	Level 5	Evaluating
6	Bring out the problems in International Business.	Level 6	Creating
7	What is meant by Trade Barrier?	Level 1	Remembering
8	Explain BRICS.	Level 2	Understanding
9	Discuss the role of IMF.	Level 3	Applying
10	Outline the theories of International Trade.	Level 4	Analysing
11	State the purpose of Multilateral Agreements.	Level 5	Evaluating
12	Write a brief note on the function of IBRD.	Level 6	Creating
13	What is meant by Promotional Strategy?	Level 1	Remembering
14	Write short note on European Union.	Level 2	Understanding
15	Explain BREXIT.	Level 3	Applying
16	Outline Porter's Diamond Model.	Level 4	Analysing
17	What is meant by International Trade War?	Level 1	Remembering
18	State the type of Foreign Investments.	Level 2	Understanding
19	What are Regional Trade Blocs?	Level 1	Remembering

20	What is meant by NAFTA?	Level 1	Remembering
21	Different between Absolute advantage and Comparative advantage?	Level 1	Remembering
22	Define product life cycle theory?	Level 2	Understanding
23	Write advantage and disadvantage of RTB?	Level 3	Applying
24	What do you mean by mercantilism?	Level 1	Remembering
<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	Critically examine the role of GATT in International Business.	Level 1	Remembering
2	Discuss the objectives and functions of IBRD.	Level 2	Understanding
3	Explain the principles and functions of World Trade Organisation.	Level 3	Applying
4	Enumerate the objectives of WTO and its pros and cons.	Level 4	Analysing
5	Write a detailed note on NAFTA and European Union.	Level 5	Evaluating
6	Elaborate the challenges associated with International Business.	Level 6	Creating
7	Discuss Porter's Diamond Model with a neat diagram.	Level 1	Remembering
8	What is meant by a Regional Trade Bloc? Discuss its types and reasons for forming RTBs.	Level 2	Understanding
9	Enumerate the pillars of Global Competitiveness.	Level 3	Applying
10	Explain Absolute Cost Advantage Theory.	Level 4	Analysing
11	How would you classify the foreign investments? Illustrate.	Level 1	Remembering
12	Bring out the motives for foreign investments.	Level 2	Understanding
13	Elaborate the risk involved in International Trade and Investments.	Level 4	Analysing
14	Explain Vernon's International Product Lifecycle Theory.	Level 1	Remembering
15	Discuss comparative cost advantage theory?	Level 1	Remembering
16	What is meant by foreign investment and discuss the type of foreign investment?	Level 2	Understanding
17	Discuss the theories of international trade?	Level 4	Analysing

**PART – C**

<b>S.NO</b>	<b>QUESTIONS</b>
1	Explain the different forms of protection and its impact on welfare and how far the WTO play key role in protecting the free trade.
2	“Global trade is more difficult and riskier, than domestic trade because of financing”. Discuss with share of India in global trade.
3	“Competitive is defined as the ability of a national economy to achieve sustained high rates of economic growth on the basis of suitable policies institutions and other economic characteristics”. Elaborate this statement.
4	“Despite the realization of NAFTA, the share of intra-regional trade has not increased significantly”. State the reasons behind it.
5	Explain international Trade problem and investment?

**UNIT – III – INTERNATIONAL STRATEGIC MANAGEMENT**

**SYLLABUS:** Strategic compulsions – Standardisation Vs Differentiation – Strategic options Strategic Planning, Strategic Management Process – Modes of Global entry – Different forms of international business – advantages - Organisational issues of international business – Controlling of international business – Approaches to control – Performance of global business – Performance evaluation system.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	What is meant by Standardisation?	Level 1	Remembering
2	Identify the strategies for positioning.	Level 2	Understanding
3	Compare Standardisation and Differentiation.	Level 3	Applying
4	Write about Strategic Planning.	Level 4	Analysing
5	Outline the Strategic Management Process.	Level 5	Evaluating
6	Explain Global Entry Strategies.	Level 6	Creating
7	What is meant by Transnational Strategy?	Level 1	Remembering
8	Compare Global and International Company Strategy.	Level 2	Understanding
9	Explain Franchising.	Level 3	Applying
10	Why do companies choose Joint Venture?	Level 4	Analysing
11	State the concept of Contract Manufacturing.	Level 5	Evaluating
12	Discuss Transfer Pricing.	Level 6	Creating
13	Outline the metrics used in the evaluation of MNCs.	Level 1	Remembering
14	Identify the constraints in controlling international business organisations.	Level 2	Understanding
15	Define Global Portfolio Management.	Level 3	Applying
16	Explain Operational Risk.	Level 4	Analysing
17	Differentiate between direct and indirect exporting.	Level 1	Remembering
18	State the advantages of Mergers.	Level 2	Understanding
19	What is meant by Foreign Direct Investment?	Level 1	Remembering



20	What is meant by Economic Risk?	Level 1	Remembering
21	Write different forms of international business?	Level 1	Remembering
22	Explain performance of global business?	Level 2	Understanding
23	Define the modes of global entry?	Level 3	Applying
24	Explain strategic management process?	Level 1	Remembering

<b>PART- B</b>					
<b>S.NO</b>	<b>QUESTIONS</b>			<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	(i)	What is meant by Strategic Compulsion?	<b>(5)</b>	Level 1	Remembering
	(ii)	Explain the areas of Strategic Compulsion in International Business.	<b>(8)</b>		
2	Elaborate Strategic Choices and the various factors affecting Strategic Choices.			Level 2	Understanding
3	Enumerate the stages of International Strategic Planning.			Level 3	Applying
4	Examine the factors determining the choice of Global Entry Strategy.			Level 4	Analysing
5	Discuss the modes of Global Entry Strategies.			Level 5	Evaluating
6	Explain the concept of Foreign Direct Investment.			Level 6	Creating
7	Elaborate the organisational issues in International Business.			Level 1	Remembering
8	How would you evaluate the performance of global business?			Level 2	Understanding
9	Discuss the methods /techniques of controlling International Business Operations.			Level 3	Applying
10	Analyse the factors influencing international business organisation structure.			Level 4	Analysing
11	With a neat diagram, explain the various types of organisation structures suitable for international business.			Level 1	Remembering
12	What is the need for Performance Evaluation in International Business?			Level 2	Understanding
13	Compare and contrast Standardisation and Differentiation.			Level 4	Analysing
14	Discuss the framework for a Performance Evaluation System			Level 1	Remembering
15	Explain the way entering international business through FDI?			Level 1	Remembering
16	State the indicators that can be adopted to measure performance.			Level 2	Understanding

17	Explain the problem you could see with Performance Evaluation of MNCs.		Level 3	Applying
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**PART – C**

S.NO	QUESTIONS
1	Kurkure launched “Kurkure South Spice Mix” to attract south Indians who usually likes to eat spicy snacks. Assume that you are the International Product Manager of “Kurkure”, your target is to expand Kurkure” to the Middle East Discuss the cultural factors before you enter into the Middle East market and suggest three best entry methods with valid reasons.
2	There are four basic strategies such as Global Standardization, Transnational, International and Localization strategies. Discuss which strategy is followed by Coco Cola and Tata Motors.
3	“Organizational issues discuss several topics from every dimension while setting up an international business”. What are they?
4	“Control is necessary to achieve international objectives”. Elaborate this statement by giving aspects of international control process.
5	Explain international strategic management used in business?

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

**SYLLABUS:** Global production – Location – Cost of production – Make or Buy decisions – Global supply chain issues – Quality considerations – International Marketing and Strategies – Challenges in product development , pricing, production and channel management – Investment decisions – Economic-Political risk – Export Promotion Schemes, Export and Import Finance – Strategic orientation – International HR practices – Selection of expatriate managers – Training and development – Compensation.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	What is meant by Global Production System?	Level 1	Remembering
2	State the issues in International Manufacturing.	Level 2	Understanding
3	Explain the concept of cost of production.	Level 3	Applying
4	Discuss the concept of Global Supply Chain.	Level 4	Analysing
5	Write short note on International Marketing	Level 5	Evaluating
6	Explain Market Imperfections.	Level 6	Creating
7	What is meant by Exchange Rate Risk?	Level 1	Remembering
8	Compare Internal and External Source of Funds.	Level 2	Understanding
9	How would you explain Multilateral Netting?	Level 3	Applying
10	Explain Factoring.	Level 4	Analysing
11	Discuss Currency Risk.	Level 5	Evaluating
12	State the factors determining Exchange Rate.	Level 6	Creating
13	What is meant by Country Risk Analysis?	Level 1	Remembering
14	Define International Marketing Mix.	Level 2	Understanding
15	State the threats of Globalisation.	Level 3	Applying
16	Differentiate between Skimming and Penetration Pricing.	Level 4	Analysing
17	List out the indirect channel of distribution in international business.	Level 1	Remembering
18	Compare market concentration and market diversification.	Level 2	Understanding
19	What is meant by International Human Resource Management?	Level 1	Remembering
20	What is meant by Sovereign Risk?	Level 1	Remembering
21	Define Pricing?	Level 1	Remembering
22	Discuss the challenges in product development?	Level 2	Understanding

23	Define export promotion scheme?	Level 3	Applying
24	What Economic political risk?	Level 1	Remembering
<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	What is the need for Global Production?	Level 1	Remembering
2	Elaborate the factors to be considered before deciding on Global Production Strategy.	Level 2	Understanding
3	Write a detailed note on Supply Chain Management Process.	Level 3	Applying
4	What are the possible issues you could identify in global supply chain? Explain in detail.	Level 4	Analysing
5	Enumerate the Quality issues in International Business.	Level 5	Evaluating
6	Give a detailed analysis of the International Marketing Mix.	Level 6	Creating
7	Discuss the nature of International Financial Management.	Level 1	Remembering
8	Explain in detail the need and importance of country risk analysis.	Level 2	Understanding
9	Identify the various sources of funding in International Business.	Level 3	Applying
10	Elaborate the need for International Human Resource Management.	Level 4	Analysing
11	Examine the challenges associated with International Human Resource Management.	Level 1	Remembering
12	Bring out the Export Promotion Schemes by the Government of India.	Level 2	Understanding
13	Give a detailed analysis on the various pricing strategies suitable for global business.	Level 4	Analysing
14	Explain the Global Distribution Strategies.	Level 1	Remembering
15	Explain Promotional Strategies in International Context	Level 1	Remembering
16	Explain training and development process?	Level 2	Understanding
17	Identify the factors and issues in global production.	Level 3	Applying

**PART - C**

<b>S.NO</b>	<b>QUESTIONS</b>
1	“The manufacturing and materials management functions of an international firm have a number of important strategic objectives”. What are they?
2	“In arriving at the export price under this method, the total cost of production of the article (fixed or variable) is taken into account”. Elaborate with components involved in cost of production.
3	Explain the terms of Domestic Marketing, International Marketing, Multinational Marketing and Global Marketing. In the context of these four terms, describe how the international marketing involvement and commitment of a company changes.
4	“Strategic orientation can best be achieved through staffing policy of a firm”. Explain the types of staffing policies in international business.
5	Explain international marketing approach human resource management?

**UNIT – V – CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS  
MANAGEMENT**

**SYLLABUS:** Trends in Globalization, Effects of Globalization – Conflict in international business – Sources and types of conflict – Conflict resolutions – Negotiation – Role of international agencies – Ethical issues in international business – Ethical decision making.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	What is meant by Conflict?	Level 1	Remembering
2	Identify the various sources of conflict.	Level 2	Understanding
3	How would you classify the types of conflict?	Level 3	Applying
4	Assess the term conflict resolution.	Level 4	Analysing
5	Write a short note on Adjudication.	Level 5	Evaluating
6	Outline the factors affecting International Business Negotiations.	Level 6	Creating
7	What is meant by Arbitration?	Level 1	Remembering
8	How would you explain a mediation process?	Level 2	Understanding
9	Discuss the concept of Litigation.	Level 3	Applying
10	Compare Mediation and Arbitration.	Level 4	Analysing
11	Identify some of the issues in resolving conflicts through litigation.	Level 5	Evaluating
12	Give your opinion about win-win solutions.	Level 6	Creating
13	What are ethical dilemmas? Why do they exist?	Level 1	Remembering
14	Differentiate “Functional Vs Dysfunctional Conflicts”.	Level 2	Understanding
15	What facts would you select to show the ethical issues?	Level 3	Applying
16	Can you list out the importance of international business ethics?	Level 4	Analysing
17	Define ethical decision making.	Level 1	Remembering
18	Can you Explain “Vertical Marketing Systems”?	Level 2	Understanding
19	What is issue of transfer pricing?	Level 1	Remembering
20	What are the problems in ethical decision making?	Level 1	Remembering

21	What are the types of conflict?	Level 1	Remembering
22	Explain Negotiation with example?	Level 2	Understanding
23	What are the effect of globalization?	Level 3	Applying
24	Define globalization?	Level 1	Remembering

<b>PART- B</b>			
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT LEVEL</b>	<b>COMPETENCE</b>
1	Give a detailed analysis on the effects of Globalisation.	Level 1	Remembering
2	Analyse the recent trends in Globalisation.	Level 2	Understanding
3	Identify the sources of Conflict in International Business and need for Conflict resolution.	Level 3	Applying
4	Illustrate the various types of Conflicts.	Level 4	Analysing
5	Discuss the measures of reconciliation / resolution of conflict.	Level 5	Evaluating
6	Elaborate the need for Ethics in International Business.	Level 6	Creating
7	Identify the common ethical issues in international business.	Level 1	Remembering
8	Explain the role of international agencies in conflict resolution.	Level 2	Understanding
9	Discuss the factors affecting international business negotiations.	Level 3	Applying
10	Outline the process of Negotiation.	Level 4	Analysing
11	What are the guidelines to be followed for negotiation in International Business?	Level 1	Remembering
12	Describe the process of ethical decision making.	Level 2	Understanding
13	Illustrate how does the ethical behaviour of an employer help in the growth of business.	Level 4	Analysing
14	State the need and importance of Ethical practices in International Business.	Level 1	Remembering
15	Explain sources of conflict?	Level 1	Remembering
16	Discuss details about conflict resolution?	Level 2	Understanding
17	Explain Role of international agencies?	Level 3	Applying

**PART - C**

<b>S.NO</b>	<b>QUESTIONS</b>
1	“The problem of business conflicts is complex in the arena of international marketing” Discuss.
2	“It is essential that conflicts in international business be avoided to the extent possible”. Explain the steps involved while signing the contracts with opposite parties.
3	“Negotiation is defined as the process of bargaining with one or more parties to arrive at a solution that is acceptable to all”. Critically analyse this statement.
4	“The decision makers consider the alternatives, make review of alternatives, act or implement and finally review the action”. Discuss under separate heads in context to ethical decision making.
5	How to manage a conflict inside and organization discuss ethics in international business management?