

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

BA3362 INTERNATIONAL BUSINESS MANAGEMENT

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UNIT – I – INTRODUCTION

SYLLABUS: International Business – Definition – Globalization of Markets – Differences between domestic and International business – International business environment, Cross cultural management in international business– Modes of entry in international business- Ethics in International business

PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define International Business.	Remembering	Level 1	CO1
2.	List down the components of International Business.	Remembering	Level 1	CO1
3.	What are the various approaches to International Business.	Remembering	Level 1	CO1
4.	Outline the importance of the International Business.	Understanding	Level 2	CO1
5.	What are the benefits of international business.	Remembering	Level 1	CO1
6.	List the factors affecting International Business	Remembering	Level 1	CO1
7.	Outline the stages of Globalization	Understanding	Level 2	CO1
8.	What is meant by Globalization of Markets?	Understanding	Level 2	CO1
9.	List down the factors that affect globalization?	Remembering	Level 1	CO1
10.	What are the disadvantages of globalization?	Remembering	Level 1	CO1
11.	Compare Domestic and International Business.	Understanding	Level 2	CO1
12.	Infer the influence of political risk on international business outcomes	Remembering	Level 1	CO1
13.	Interpret the concept of international legal environment in global business.	Understanding	Level 2	CO1
14.	How does the international business environment influence business operations?	Remembering	Level 1	CO1
15.	Infer international legal environment.	Remembering	Level 1	CO1
16.	Compare direct and indirect exporting.	Understanding	Level 2	CO1
17.	What do you mean by Franchising?	Remembering	Level 1	CO1
18.	Why do companies choose Joint Venture?	Remembering	Level 1	CO1
19.	Interpret the concept of contract manufacturing in the context of global business operations.	Understanding	Level 2	CO1
20.	Define licensing and state its key features.	Remembering	Level 1	CO1

21.	What is meant by Foreign Direct Investment?	Remembering	Level 1	CO1
22.	What is Cross-Cultural Management?	Understanding	Level 2	CO1
23.	Why is cross-cultural management important in international business?	Remembering	Level 1	CO1
24.	List the reasons why ethics are important in International Business.	Remembering	Level 1	CO1

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	Examine why companies engage in international business.	Analyzing	BTL 4	CO1
2	Describe the factors that promote international business.	Applying	BTL 3	CO1
3	Explain the steps involved in the internationalization of business.	Applying	BTL 3	CO1
4	Describe the various approaches to international business.	Applying	BTL 3	CO1
5	Elaborate the advantages and disadvantages of international business.	Analyzing	BTL 4	CO1
6	Explain the key factors driving globalization of business.	Applying	BTL 3	CO1
7	Analyze the internal and external environment of international business.	Analyzing	BTL 4	CO1
8	Explain how to assess the attractiveness of a country for international business.	Applying	BTL 3	CO1
9	Discuss the impact of globalization on today's global economy.	Analyzing	BTL 4	CO1
10	Explain the characteristics of international business in the digital era.	Applying	BTL 3	CO1
11	Describe the reasons behind the growth of international business.	Applying	BTL 3	CO1
12	Analyze the influence of cross-cultural management in international business.	Analyzing	BTL 4	CO1
13	Differentiate the factors affecting the choice of global entry strategies.	Analyzing	BTL 4	CO1
14	Compare various global market entry modes with suitable examples.	Analyzing	BTL 4	CO1

15	Explain the concept and importance of foreign direct investment.	Applying	BTL 3	CO1
16	Discuss the common ethical issues and its importance in international business.	Analyzing	BTL 4	CO1
17	<p>PureSip Beverages, an Indian health drink startup, has grown rapidly in the domestic market. The founders now plan to enter the European market, starting with Germany. Despite their competitive pricing and quality certifications, they face challenges such as language barriers, cultural differences in health perceptions, and navigating German regulatory norms. There are also ethical concerns regarding the use of certain sweeteners banned in the EU. The management is exploring joint ventures or direct exports as possible entry modes.</p> <p>Q: Analyze the challenges PureSip Beverages might face in managing cross-cultural issues and ethical practices in their international expansion. Which mode of entry would be most suitable for the German market, and why?</p>	Analyzing	BTL 4	CO1

UNIT – II – INTERNATIONAL TRADE AND INVESTMENT

SYLLABUS: Promotion of Global business – Role of GATT/WTO, Role of Regional Trade Block (RTB) - NAFTA, BRICS, BREXIT, EU, IMF, Role of IMF, Role of World Bank groups - IBRD, IDA, IFC, MIGA, ICSID, – Global trade and investment – Theories of International trade, ECGC, Mercantilism, Absolute advantage, Comparative advantage, Heckscher – Ohlin, Product life cycle theory and Porter’s Diamond model — International Trade wars – Foreign investments, types of Foreign investments, motives.

PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define International Trade.	Remembering	Level 1	CO2
2.	What is meant by GATT?	Understanding	Level 2	CO2
3.	List the functions of WTO.	Remembering	Level 1	CO2
4.	List down the factors affecting International Trade and Investment.	Remembering	Level 1	CO2
5.	Outline the feature of a Free Trade Zone.	Understanding	Level 2	CO2
6.	Define NAFTA and list its key features.	Remembering	Level 1	CO2

7.	What is meant by Trade Barrier?	Understanding	Level 2	CO2
8.	What is the role of BRICS.	Remembering	Level 1	CO2
9.	Why is IMF required?	Remembering	Level 1	CO2
10.	Outline the theories of International Trade.	Understanding	Level 2	CO2
11.	List the purpose of Multilateral Agreements.	Remembering	Level 1	CO2
12.	List down the functions of IBRD.	Remembering	Level 1	CO2
13.	What is meant by Promotional Strategy?	Remembering	Level 1	CO2
14.	Define the European Union and mention its main objectives..	Remembering	Level 1	CO2
15.	List the World Bank groups and its objectives.	Understanding	Level 2	CO2
16.	Outline Porter's Diamond Model.	Remembering	Level 1	CO2
17.	What is meant by International Trade War?	Understanding	Level 2	CO2
18.	List down the types of Foreign Investments.	Remembering	Level 1	CO2
19.	What are Regional Trade Blocs?	Understanding	Level 2	CO2
20.	What is meant by ECGC?	Remembering	Level 1	CO2
21.	Compare Absolute advantage and Comparative advantage?	Remembering	Level 1	CO2
22.	Define product life cycle theory?	Understanding	Level 2	CO2
23.	What are the advantages and disadvantages of RTB?	Remembering	Level 1	CO2
24.	What do you mean by mercantilism?	Understanding	Level 2	CO2

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1	Analyze the contribution of GATT to international trade.	Analyzing	BTL 4	CO2
2	Explain the principles and functions of WTO with suitable examples.	Applying	BTL 3	CO2
3	Compare the economic impact of EU and NAFTA on global trade.	Analyzing	BTL 4	CO2
4	Explain Porter's Diamond Model for competitive advantage.	Applying	BTL 3	CO2

5	Analyze the role of the World Bank Group in global development.	Analyzing	BTL 4	CO2
6	Examine the effects of BREXIT on European and global markets.	Analyzing	BTL 4	CO2
7	Explain how IMF intervention affects fiscal and monetary policy in developing nations.	Applying	BTL 3	CO2
8	Compare Absolute and Comparative Advantage theories with examples.	Analyzing	BTL 4	CO2
9	Analyze the risks and benefits of FDI in emerging markets.	Analyzing	BTL 4	CO2
10	Explain the strategic motives behind foreign investments with examples.	Applying	BTL 3	CO2
11	Examine the causes and impact of international trade wars.	Analyzing	BTL 4	CO2
12	Explain Product Life Cycle theory in international market expansion.	Applying	BTL 3	CO2
13	Analyze the role of Regional Trade Blocs in reducing trade barriers.	Analyzing	BTL 4	CO2
14	Explain the Heckscher–Ohlin theory with respect to comparative advantage.	Applying	BTL 3	CO2
15	Explain how Mercantilism supports protectionist trade policies.	Applying	BTL 3	CO2
16	Compare international trade theories and their business applications.	Analyzing	BTL 4	CO2
17	<p>TechNova Ltd., a Singapore-based electronics manufacturer, exports high-end chips to Mexico and the US. Following NAFTA's replacement with USMCA, new rules of origin and tariff standards have created confusion in TechNova's logistics and tax calculations. Meanwhile, the company is also planning expansion into Brazil, but faces hurdles due to Brazil's high import duties and complex licensing, despite its BRICS membership. The firm is debating whether to establish a plant in Brazil or continue with exports.</p> <p>Q: Evaluate how international trade agreements (e.g., USMCA, BRICS relations) and institutions like WTO and IMF can influence TechNova's strategic decisions. Should the company invest directly in Brazil or continue exporting?</p>	Analyzing	BTL 4	CO2

	Justify your answer using trade theories (like comparative advantage or Porter's Diamond).			
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UNIT – III – INTERNATIONAL STRATEGIC MANAGEMENT

SYLLABUS: International strategic Management (ISM) - Importance- forces necessitating the adoption of ISM – Strategy for International business - Concept MNC's as well as Indian companies conducting a Global strategy analysis – Standardization Vs Differentiation – Strategic options - Strategic Planning, Strategic Management Process – Modes of Global entry – Different forms of international business – advantages - Organizational issues of international business – Controlling of international business – Approaches to control – Performance of global business – Performance evaluation system.

PART- A				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is meant by Standardization?	Remembering	Level 1	CO3
2.	Outline the strategies for positioning.	Understanding	Level 2	CO3
3.	What are the forces necessitating the adoption of ISM?	Remembering	Level 1	CO3
4.	Summarize the Strategies of IB.	Understanding	Level 2	CO3
5.	Define Global Strategy Analysis	Understanding	Level 2	CO3
6.	Compare Standardization and Differentiation.	Remembering	Level 1	CO3
7.	Define Strategic Planning.	Understanding	Level 2	CO3
8.	Outline the Strategic Management Process.	Remembering	Level 1	CO3
9.	Define the term Strategic Options.	Remembering	Level 1	CO3
10.	Recall the modes of global entry.	Remembering	Level 1	CO3
11.	Define Global Entry Strategies.	Remembering	Level 1	CO3
12.	List the different forms of International Business.	Remembering	Level 1	CO3
13.	List down the Organizational issues of international business.	Remembering	Level 1	CO3
14.	What are the Controlling measures of International Business?	Remembering	Level 1	CO3
15.	What is meant by Transnational Strategy?	Understanding	Level 2	CO3
16.	Compare Global and International Company Strategy.	Understanding	Level 2	CO3
17.	Define Franchising.	Remembering	Level 1	CO3

18.	What are the ways companies choosing Joint Venture?	Remembering	Level 1	CO3
19.	Recall the concept of Contract Manufacturing.	Remembering	Level 1	CO3
20.	Define Transfer Pricing.	Remembering	Level 1	CO3
21.	Recall the performance of global business.	Remembering	Level 1	CO3
22.	Define the term Performance evaluation system.	Remembering	Level 1	CO3
23.	Outline the metrics used in the evaluation of MNCs.	Remembering	Level 1	CO3
24.	Summarize the term Operational Risk.	Understanding	Level 2	CO3

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1	Explain the areas of strategic compulsion in international business.	Applying	BTL 3	CO3
2	Examine the factors affecting strategic choices in global business.	Analyzing	BTL 4	CO3
3	Explain the stages of international strategic planning.	Applying	BTL 3	CO3
4	Examine the factors influencing the choice of global entry strategy.	Analyzing	BTL 4	CO3
5	Compare different global entry strategies with examples.	Applying	BTL 3	CO3
6	Analyze the concept and significance of foreign direct investment.	Analyzing	BTL 4	CO3
7	Explain how firms manage organizational issues in cross-border operations.	Applying	BTL 3	CO3
8	Examine methods used to evaluate the performance of global businesses.	Analyzing	BTL 4	CO3
9	Analyze the techniques for controlling international business operations.	Analyzing	BTL 4	CO3
10	Identify the factors influencing the organizational structure of international businesses.	Applying	BTL 3	CO3
11	Identify the types of organizational structures suitable for international business.	Applying	BTL 3	CO3
12	Examine why performance evaluation is essential in international business.	Analyzing	BTL 4	CO3
13	Compare standardization and differentiation strategies in global business.	Applying	BTL 3	CO3

14	Explain a system for evaluating and key indicators used to assess international business performance.	Applying	BTL 3	CO3
15	Explain the steps involved in entering foreign markets through FDI.	Applying	BTL 3	CO3
16	Explain how international strategic management supports expansion and decision-making.	Applying	BTL 3	CO3
17	<p>IndiAuto Ltd., a leading Indian automotive manufacturer, recently entered the African market with a standardized product line to maintain economies of scale. However, it faced low customer satisfaction in Kenya and Nigeria due to differences in climate, road conditions, and buyer expectations. Internal debates have emerged over whether to pursue standardization or differentiation strategies. Meanwhile, global competitors have adopted hybrid strategies and localized marketing.</p> <p>Q: Analyze the strategic dilemma IndiAuto is facing in global markets. Using international strategic management frameworks, recommend whether they should pursue standardization, differentiation, or a hybrid strategy. How should they redesign their performance evaluation system to measure global business effectiveness?</p>	Analyzing	BTL 4	CO3

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

SYLLABUS: Production and channel management - Make or Buy decisions, Global Marketing – International Marketing and Strategies, Nature of International Marketing, Promotional mix strategies – International advertising programme, International financial system- Meaning & types -- Global capital Market and Instruments. – Economic & Political risk – Export Promotion Schemes, Export and Import Finance – International Labor recruitment function – E recruitment – International staffing choice-- Strategic orientation – Training and development – Compensation.

PART- A				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is meant by Global Production System?	Remembering	Level 1	CO4
2.	Define Channel management.	Remembering	Level 1	CO4

3.	What is meant by Make or Buy decisions?	Remembering	Level 1	CO4
4.	List the issues in International Manufacturing.	Remembering	Level 1	CO4
5.	Summarize the concept of cost of production.	Understanding	Level 2	CO4
6.	Recall the concept of Global Supply Chain.	Remembering	Level 1	CO4
7.	Outline the scope of International Marketing	Understanding	Level 2	CO4
8.	Recall the concept of Promotional mix strategies.	Remembering	Level 1	CO4
9.	Summarize the concept of international advertising programme.	Understanding	Level 2	CO4
10.	Define International financial system.	Remembering	Level 1	CO4
11.	What are the global capital market instruments?	Remembering	Level 1	CO4
12.	What is meant by Exchange Rate Risk?	Remembering	Level 1	CO4
13.	Compare the Internal and External Source of Funds.	Understanding	Level 2	CO4
14.	Infer the nature of international marketing.	Understanding	Level 2	CO4
15.	Outline the objectives and strategies of an international advertising programme.	Understanding	Level 2	CO4
16.	Recall the concept of Currency Risk.	Remembering	Level 1	CO4
17.	State the factors determining Exchange Rate.	Remembering	Level 1	CO4
18.	What is meant by Country Risk Analysis?	Remembering	Level 1	CO4
19.	Define International Marketing Mix.	Remembering	Level 1	CO4
20.	Write short notes on international staffing choice.	Remembering	Level 1	CO4
21.	What is E-recruitment?	Remembering	Level 1	CO4
22.	Define IHRM.	Remembering	Level 1	CO4
23.	Interpret the role of expatriate employees in cross-cultural work environments.	Remembering	Level 1	CO4
24.	Infer compensation policy in International HRM.	Understanding	Level 2	CO4

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1	Explain why global production is essential in today's market.	Applying	BTL 3	CO4

2	Examine the factors to consider for a global production strategy.	Analyzing	BTL 4	CO4
3	Explain the supply chain management process in global business.	Applying	BTL 3	CO4
4	Identify and explain issues in the global supply chain.	Applying	BTL 3	CO4
5	Identify the factors influencing the make or buy decision.	Applying	BTL 3	CO4
6	Identify the key factors and issues in global production.	Applying	BTL 3	CO4
7	Examine how the international marketing mix affects global business performance.	Analyzing	BTL 4	CO4
8	Analyze the steps involved in international market assessment.	Analyzing	BTL 4	CO4
9	Explain international product strategies with real-life examples.	Applying	BTL 3	CO4
10	Explain international pricing and promotional strategies for new market entry.	Applying	BTL 3	CO4
11	Explain the role of international financial management in global business.	Applying	BTL 3	CO4
12	Explain the importance of export and import finance in international trade.	Applying	BTL 3	CO4
13	List and explain various export promotion schemes.	Analyzing	BTL 4	CO4
14	Examine the concept of e-recruitment and its impact on global HRM.	Analyzing	BTL 4	CO4
15	Identify the importance of training and development and examine training and compensation practices for expatriates.	Analyzing	BTL 4	CO4
16	Explain how strategic orientation influences international staffing strategies.	Applying	BTL 3	CO4
17	GloPharma Inc., a US-based pharmaceutical company, is expanding its R&D center to India and manufacturing plant to Indonesia. They are struggling with international HRM challenges like staffing policies, differences in compensation expectations, and training local talent to meet global compliance standards. Simultaneously, the CFO is working to raise capital via global bond markets while hedging against political risk in Indonesia. Export-	Analyzing	BTL 4	CO4

	<p>import financing is also needed to manage new product shipments to Europe.</p> <p>Q: Discuss how GloPharma Inc. can manage HR challenges using suitable international staffing and training strategies. Also evaluate the financial instruments and risk management options available to support this expansion. How should the company handle political and economic risk in Indonesia?</p>			
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UNIT – V – TITLE				
SYLLABUS: Trends in Globalization, Effects of Globalization – Global Mergers and Acquisitions - Innovative global start up culture– Negotiation – Role of international agencies.				
PART- A				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Infer Globalisation of market presence.	Understanding	Level 2	CO5
2.	Outline the key features of an internationalized supply chain.	Understanding	Level 2	CO5
3.	Define globalization of capital base and corporate mindset, and list their key differences.	Remembering	Level 1	CO5
4.	What are the four dimensions of Globalisation.	Remembering	Level 1	CO5
5.	Outline the effects of Globalisation.	Understanding	Level 2	CO5
6.	Define merger.	Remembering	Level 1	CO5
7.	What is acquisition?	Remembering	Level 1	CO5
8.	Compare merger and acquisition.	Understanding	Level 2	CO5
9.	Explain the concept of ethnocentrism and its impact on international business.	Understanding	Level 2	CO5
10.	Compare regiocentric, polycentric, and geocentric orientations in international staffing.	Understanding	Level 2	CO5
11.	What is power distance?	Remembering	Level 1	CO5
12.	Summarize uncertainty avoidance.	Understanding	Level 2	CO5
13.	What is rational approach?	Remembering	Level 1	CO5
14.	Compare culturalist and political approach.	Understanding	Level 2	CO5

15.	List the personal characteristics of international negotiators.	Understanding	Level 2	CO5
16.	What are the two types of negotiation?	Remembering	Level 1	CO5
17.	Outline the main determinants of bargaining power with brief descriptions.	Understanding	Level 2	CO5
18.	Outline the verbal and nonverbal negotiation tactics.	Understanding	Level 2	CO5
19.	What is international negotiation?	Remembering	Level 1	CO5
20.	Summarize the steps in a typical international negotiation process.	Understanding	Level 2	CO5
21.	Infer bilateral agreements.	Understanding	Level 2	CO5
22.	Recall the benefits of multilateral agreements in international trade.	Remembering	Level 1	CO5
23.	What is arbitration of disputes?	Understanding	Level 2	CO5
24.	What causes renegotiating contracts?	Understanding	Level 2	CO5

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1	Examine the benefits of globalization for developed and developing nations.	Analyzing	BTL 4	CO5
2	Classify the key trends in globalization.	Analyzing	BTL 4	CO5
3	Analyze the challenges of globalization and their impact on international business.	Analyzing	BTL 4	CO5
4	Examine the effects of globalization on economies, societies, and business practices.	Analyzing	BTL 4	CO5
5	Examine the drivers of globalization and their influence on integration.	Analyzing	BTL 4	CO5
6	Compare different globalization routes and their economic impact.	Analyzing	BTL 4	CO5
7	Apply cultural predisposition types to understand global management styles.	Applying	BTL 3	CO5

8	Compare cultural dimensions of the GLOBE study in shaping international strategies.	Applying	BTL 3	CO5
9	Explain how Hofstede's model influences global business practices.	Applying	BTL 3	CO5
10	Examine how Trompenaars' model affects leadership and communication.	Analyzing	BTL 4	CO5
11	Analyze issues in managing multiculturalism in international business.	Analyzing	BTL 4	CO5
12	Apply strategies for effective multicultural team management.	Applying	BTL 3	CO5
13	Explain the steps in an international negotiation plan.	Applying	BTL 3	CO5
14	Analyze the effectiveness of negotiation strategies in global settings.	Analyzing	BTL 4	CO5
15	Compare the negotiation styles of three different countries.	Analyzing	BTL 4	CO5
16	Examine the role of international agencies in peacebuilding and conflict resolution.	Analyzing	BTL 4	CO5
17	<p>QuickCart, a tech-based logistics start-up from Estonia, launched its services across Europe and Southeast Asia using AI-powered route optimization. With investor support from the World Bank's IFC and a successful Series A round, QuickCart grew rapidly. Now, it is negotiating with potential partners in Africa and South America. However, cultural negotiation styles, varying data laws, and lack of digital infrastructure present major barriers. Meanwhile, M&A opportunities are emerging with regional delivery firms.</p> <p>Q: Evaluate the global expansion strategy of QuickCart in light of globalization trends. How should it manage cross-cultural negotiations and prepare for mergers/acquisitions in unfamiliar markets? What role can international agencies like IFC play in supporting their growth?</p>	Analyzing	BTL 4	CO5