



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu

## DEPARTMENT OF MANAGEMENT STUDIES

### 19MBB09 INTERNATIONAL BUSINESS MANAGEMENT

#### QUESTION BANK

#### UNIT-I

#### PART A

2 MARKS

1. Define International Business
2. What do you mean by International Business?
3. State the Natures of International business
4. What are the advantages of International Business?
5. List the types of International Business.
6. What are the different forms of International Business?
7. What do meant by Portfolio Investment?
8. Define Mercantilism theory.
9. What do you meant by GATT?
10. Define WTO.

#### PART B

13 MARKS

1. i) What are the forms of international business & explain the reasons for internationalization.  
ii) Can you explain the importance of international business in the economic development of a country?
2. i) Explain in detail about Goals of International Business?  
ii) What are the advantages and disadvantages of International Business?
3. i) Discuss in detail the absolute advantage theory and comparative advantage theory of international trade.  
ii) Explain the Mercantilism theory and classical trade theory of international trade.
4. i) Explain in detail about Forms of International Business?  
ii) Distinguish between Domestic Business and International Business.
5. i) What are the reasons to involve in International Business- Explain?  
ii) Can you explain what are the international agencies supporting the development of international business.

## UNIT-II

### PART A

**2 MARKS**

1. Define international business environment.
2. What is meant by international business environment?
3. List out the importance of International business environment.
4. Define economic environment.
5. What is economic system?
6. Define cultural environment.
7. What do you mean by international technological environment?
8. Define Globalization.
9. State the any four nature of globalization.
10. List out the components of globalization.

### PART B

**13 MARKS**

1. i)What would result if a company enters into international level in the present global business challenges?  
ii)Can you identify the different components of Globalization?
- 2.i)Explain the impact of globalization on international business.  
ii)Based on your understanding discuss the various factors causing globalization of business.
- 3.i)What is business environment? What are the different factors affecting international business environment?  
ii)Can you elaborate the economic environment of international business and its impact?
- 4.i)Explain what are the factors influences the economic development of a country.  
ii)Discuss the impact of cultural environment on international business.
- 5.i)What is political environment? Explain the impact of political environment on international business.  
ii)Define cultural environment. State out the strategies for dealing with cultural differences.

## UNIT-III

### PART A

**2 MARKS**

- 1.What do you mean by MNC?
- 2.What is MNE?
- 3.Define Multinational Corporation.
- 4.State the features of MNC.
- 5.List out the factors of MNCs.
- 6.Write any four merits and demerits of MNCs.
- 7.What are the objectives of MNCs?
- 8.Define organizational structure.
- 9.Define FDI.
- 10.State the natures of FDI.

### PART B

**13 MARKS**

- 1.i)What are the factors that contributed to the growth of multinational corporations? Explain  
ii)Discuss the organizational structure of MNCs with suitable diagram.

- 2.i) List out the classification of MNCs with suitable examples.
  - ii) Why have MNCs been criticized by developing countries? Discuss.
- 3.i) Briefly discuss the role (Defense) of MNCs in developing countries.
  - ii) State out the advantages and disadvantages of MNCs.
- 4.i) Which is more important for MNCs, self interest or host governments economic interest? Discuss.
  - ii) What are the factors that influencing FDI in India? Explain
- 5.i) What are the reasons for FDI in developing countries-Explain
  - ii) How do political factors decide FDI? Cite India's examples.

**UNIT-IV**  
**PART A**

**2 MARKS**

1. What is international marketing?
2. What are the features of international marketing?
3. What is Diversification?
4. List out any four benefits of international marketing
5. Define Market entry strategy.
6. State the natures of globalization of markets.
7. State the Global marketing Mix.
8. Define brands.
9. What is brand Decision?
10. Define pricing.

**PART B**

**13 MARKS**

- 1.i) Write a detailed note on marketing entry strategy for global markets.
  - ii) What are the merits and demerits of international market entry strategy?
- 2.i) What is the importance of global marketing? Explain.
  - ii) Explain in detail about the challenges of global marketing.
- 3.i) What are the various factors influencing the global pricing decision.-Explain
  - ii) How would you evaluate the pricing strategies in global markets?
- 4.i) Explain the role of market intelligence on global marketing.
  - ii) What is PLC? Elaborately discuss the four stages in the life cycle of a product?
- 5.i) Explain the natures and different types of international marketing system.
  - ii) Explain the components of international marketing information system.

**UNIT- V**  
**PART A**

**2 MARKS**

1. What is Negotiation?
2. Define conflict.
3. What is decision making?
4. What are the objectives of conflict?
5. Define negotiation.
6. Define export promotion.

7. What is ethical decision making?
8. State the objectives of conflict.
9. What is trading house?
10. What are the salient features of international agencies?

**PART B**

**13 MARKS**

- 1.i)What are the important roles of conflict in international business?  
ii)Elucidate the disadvantages of international business.
- 2.i)Explain in detail about the sources of conflict.  
ii)What are the benefits and types of conflict?
- 3.i)What are the merits and demerits of negotiation?  
ii).Explain the various role of international agencies.
- 4.i)Bring out the ethical issues involved in the international business.  
ii)What is conflict? Explain the major resolutions in conflict.
- 5.i)What are the emerging trends in international business? Explain  
ii) Explain in detail about the challenges of ethical decision making.