



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)

Department of Management Studies

QUESTION BANK

International Business Management

SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)

(INTERNATIONAL BUSINESS MANAGEMENT)

QUESTION BANK

II MBA / I - SEMESTER

REGULATION: R22



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BY

FACULTY INCHARGE : DR.JYOSHNA.C,ASSISTANT PROFESSOR

DEPARTMENT : MASTER OF BUSINESS ADMINISTRATION



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QUESTION BANK
II MBA I Semester

International Business Management

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Course Educational Objectives (CEOs):

CEO1: To provide knowledge about Principles of International Business

CEO2: To inculcate various aspects pertinent to International Trade

CEO3: To elucidate MNCs

CEO4: To provide necessary knowledge about various ethical aspects of International Business

CEO5: To give an elaborate view about future of international business

UNIT – I: International business: Meaning, Goals of International Business, Approaches of International business: Ethnocentric Approach, Polycentric Approach, Region centric Approach, and Geocentric Approach. International Business- advantages and Problems.

UNIT – II: Theories of International Trade: Heckscher Ohlin's theory of relative factor endowments, Porters National Competitive Advantage theory, Global Strategic Rivalry Theory, Product Life Cycle Theory, Country Similarity Theory

UNIT – III: Multi National Corporations (MNCs)-Factors in growth of MNCs, Advantages and Disadvantages of Multi National Corporations. Approaches to Organizational Structures of MNCs: Product Organizational Structure, Virtual Organizational Structures, Matrix Organizational Structure.

UNIT – IV: Controlling International Business and Ethics in International Business: Problems in Control of International Business, Performance Indicators of International Business. Ethical values in global business.

UNIT – V: Future of International Business: Virtual International Business, Re engineering International Business Processes, E-Auctioning, E-Banking, E-Trading, Virtual Currencies



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Course Outcomes:

On successful completion of the course the student will be able to		POs related to COs
CO1	Demonstrated knowledge of International business Principles	PO1,PO2
CO2	Sound Analytical skills related to International Trade	PO2,PO4
CO3	Knowledge of MNCs	PO2,PO4
CO4	Knowledge of Ethics in international business	PO1,PO4
CO5	Understanding Future of International Business	PO2

Text Books:

1. Subbarao.P:InternationalBusiness,Himalaya Publication, 2013,
2. Dewan:InternationalBusinessManagement (Discovery), 1996

References

1. John D. Daniels and Radebaugh Lee H International Business (Addison Wesley)
2. V.K. Bhalla: International Business Environment and Management, Anmol Publications, 2010
3. Anant K. Sundaram & Stewart Black: International Business Environment (Prentice Hall), 1994.
4. Ajitabh: Global Competitiveness (Excel), 2008



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Question No.	Questions	PO Attainment
UNIT – 1: International Business		
PART-A (Two Marks Questions)		
1	Define International Business	PO1, PO2
2	What do you understand by globalization	PO1, PO2
3	Explain the meaning of International Business	PO1, PO2
4	What are the objectives of International Business	PO1, PO2
5	What is International Business and why it is important	PO1, PO2
6	Give examples of Transnational company.	PO1, PO2
7	Differentiate between domestic and international business.	PO1, PO2
8	Define transnational strategy?	PO1, PO2
9	Give examples of multinational companies.	PO1, PO2
10	What are the advantages of international business?	PO1, PO2
11	Examples of global business	PO1, PO2
12	What is turnkey contract?	PO1, PO2
13	What is Regiocentric approach?	PO1, PO2
14	Explain contract manufacturing.	PO1, PO2
15	Define franchising.	PO1, PO2
16	Differentiate between direct and indirect exporting.	PO1, PO2
17	What is Geocentric approach?	PO1, PO2
18	What is licensing in international business.	PO1, PO2
19	What is mode of entry in International business	PO1, PO2
20	Difference between ethnocentric and polycentric approach.	PO1, PO2
PART-B (Ten Marks Questions)		
1	Define International business. Explain characteristics of International business.	PO1, PO2
2	Explain goals of International business	PO1, PO2
3	Describe the approaches of international business with examples.	PO1, PO2
4	Discuss various types of entry strategies with examples.	PO1, PO2
5	Explain advantages of International business.	PO1, PO2
6	Elucidate are the problems facing by the International business?	PO1, PO2
7	Describe drivers of International Business.	PO1, PO2
8	Explain stages of Internationalization.	PO1, PO2
9	Why do business firms of a country go to other countries? Give your answer with suitable examples.	PO1, PO2
10	Explain the nature of international business.	PO1, PO2



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Question No.	Questions	PO Attainment
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International Business Management

UNIT – 2: Theories of International Trade

PART-A (Two Marks Questions)

1	What is International trade?	PO2, PO4
2	Explain advantages of international trade.	PO2, PO4
3	What is cost advantage?	PO2, PO4
4	Define cost?	PO2, PO4
5	What are the stages of product lifecycle?	PO2, PO4
6	What is competitive advantage?	PO2, PO4
7	What is Leontief paradox?	PO2, PO4
8	What is experience curve?	PO2, PO4
9	Assumptions of the comparative cost advantage theory.	PO2, PO4
10	What is cost advantage theory?	PO2, PO4
11	What are the objectives of Ohlin's theory?	PO2, PO4
12	What are the objectives of porter's theory?	PO2, PO4
13	What is mercantilism?	PO2, PO4
14	What are the objectives of product life cycle theory?	PO2, PO4
15	What are the objectives of country similarity theory?	PO2, PO4
16	What are the objectives of global strategic rivalry theory?	PO2, PO4
17	Assumptions of comparative advantages theory.	PO2, PO4
18	Give examples of international product lifecycle.	PO2, PO4
19	Give examples of comparative cost advantage theory.	PO2, PO4
20	What are the implications of comparative cost advantage theory?	PO2, PO4

PART-B (Ten Marks Questions)

1	Discuss the Heckscher Ohlin's theory of relative factor endowments.	PO2, PO4
2	What are the assumptions and implications of relative factor theory?	PO2, PO4
3	Explain theory of comparative cost advantage theory with examples.	PO2, PO4
4	Discuss the theory of comparative cost advantage with money.	PO2, PO4
5	Explain country similarity theory of international trade.	PO2, PO4
6	Analyse the product life cycle theory of international trade in detail.	PO2, PO4
7	What are the limitations levelled against product life cycle?	PO2, PO4
8	Discuss the global strategic rivalry theory of international trade.	PO2, PO4
9	Describe the National competitive advantage theory of international trade.	PO2, PO4
10	Explain theories of International trade.	PO2, PO4



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Question No.	Questions	PO Attainment
UNIT – 3: Multi national corporatios		
PART-A (Two Marks Questions)		
1	Define MNC	PO2, PO4
2	What do you mean by MNC	PO2, PO4
3	Explain the growth of MNC	PO2, PO4
4	What are advantages of MNCs	PO2, PO4
5	What are disadvantages of MNCs	PO2, PO4
6	What are multinational corporations?	PO2, PO4
7	Differentiate multinational company and corporations.	PO2, PO4
8	Define structure?	PO2, PO4
9	Define organizational structure?	PO2, PO4
10	Explain product organization structure?	PO2, PO4
11	What is virtual organization?	PO2, PO4
12	What is virtual organizational structure?	PO2, PO4
13	Differentiate product and virtual organization?	PO2, PO4
14	Explain matrix organizational structure.	PO2, PO4
15	Examples of matrix organizational structure.	PO2, PO4
16	Differentiate virtual and matrix organization.	PO2, PO4
17	List out Indian based MNC's	PO2, PO4
18	What are the features of MNC's?	PO2, PO4
19	Examples of product organizational structure.	PO2, PO4
20	Advantages of matrix organizational structure.	PO2, PO4
PART-B (Ten Marks Questions)		
1	What is Multinational corporation? How is it different from a global company, International company and transnational company?	PO2, PO4
2	Explain the role of MNCS in Indian economy?	PO2, PO4
3	Explain organizational structure of MNC's.	PO2, PO4
4	Why do some countries impose controls over MNC's?	PO2, PO4
5	Why do developing countries allow MNC's to operate in their countries?	PO2, PO4
6	Explain factors in growth of MNC's.	PO2, PO4
7	Discuss advantages and disadvantages of MNC's.	PO2, PO4
8	Describe product organizational structure with examples.	PO2, PO4
9	What is matrix organizational structure? Explain its importance.	PO2, PO4
10	Explain virtual organizational structures.	PO2, PO4



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Question No.	Questions	PO Attainment
UNIT – 4: Controlling International Business and Ethics in International Business		
PART-A (Two Marks Questions)		
1	What are the major problems of international business?	PO1, PO4
2	What is a performance indicator?	PO1, PO4
3	Explain Characteristics of performance indicators.	PO1, PO4
4	Give examples of production resource indicators.	PO1, PO4
5	What are the different finance performance indicators?	PO1, PO4
6	What is ethics?	PO1, PO4
7	Define business ethics.	PO1, PO4
8	What are the ethical values required for doing business?	PO1, PO4
9	Explain global ethical values?	PO1, PO4
10	What are the approaches of business ethics?	PO1, PO4
11	Explain need for business ethics in international business.	PO1, PO4
PART-B (Ten Marks Questions)		
1	Discuss the role of information system in controlling international business.	PO1, PO4
2	How do you evaluate the performance of international business operations?	PO1, PO4
3	Discuss problems in control of international business.	PO1, PO4
4	What are the different performance indicators? Explain.	PO1, PO4
5	Explain various mechanisms for controlling international business operations.	PO1, PO4
6	What is business ethics? Explain various approaches of business ethics.	PO1, PO4
7	Discuss ethical values in global business.	PO1, PO4
8	Define business ethics. Explain need for business ethics in international business.	PO1, PO4
9	Why ethical values required doing international business? Discuss.	PO1, PO4

Question No.	Questions	PO Attainment
UNIT – 5: Future of International Business		
PART-A (Two Marks Questions)		
1	What is re engineering?	PO2
2	What are the characteristics of re engineering process?	PO2
3	Explain re engineering International process.	PO2
4	What is virtual business?	PO2
5	Explain characteristics of virtual business process	PO2
6	Define E-Business.	PO2
7	What are the advantages of E-Business?	PO2
8	Define E-Auctioning.	PO2
9	Explain characteristics of E-Auctioning.	PO2
10	What is E-Banking?	PO2
11	What are the challenges of E-Banking?	PO2
12	What are the advantages of E-Banking?	PO2
13	Define E-Trading.	PO2
14	Give examples of E-trading	PO2
15	What are the challenges of E-Trading.	PO2



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PART-B (Ten Marks Questions)

1	How do you view that most part of the international business would be virtual reality in the near future?	PO2
2	Do you justify that the working pins would really link the present scenario of international business.	PO2
3	Explain virtual international business.	PO2
4	Discuss Re engineering International business process.	PO2
5	What are the challenges of E-Business?	PO2
6	Explain advantages and disadvantages of E-Business.	PO2
7	What is E-auctioning? Explain its advantages.	PO2
8	Write a short note on a) E-banking b) E-trading.	PO2
9	Discuss about virtual currencies.	PO2
10	Explain E-business conceptual analysis.	PO2

ALL THE BEST



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