



**QUESTION BANK**

Year / Semester: **II MBA IV Semester**

Regulation: **R22**

Subject and Code: **International Business Management & 22MBA231**

Subject Code	Subject Name	L	T	P	C
22MBA231	International Business Management	4	0	0	4

**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:**

<b>On successful completion of the course the student will be able to</b>		<b>POs related to COs</b>
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: International Business, Himalaya Publication, 2013,
2. Dewan: International Business Management (Discovery), 1996

**References:**

1. John D. Daniel and Radebanh 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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**Max Marks: 10**

S.No.	CO	Questions	BT
<b>Unit I: (International Business)</b>			
1	1	Evaluate the concept of International Business by analyzing its theoretical foundations, strategic dimensions, and operational scope.	L5
2	1	Evaluate which international orientation strategy would be most suitable for an Indian MNC expanding into developed economies, with justification.	L5
3	1	Compare and evaluate different foreign market entry strategies in terms of risk, control, and return on investment.	L4
4	1	Assess the strategic advantages of international expansion for firms operating in highly competitive domestic markets.	L5
5	1	Analyze the major political, economic, and cultural risks in international business and propose strategic risk mitigation frameworks.	L4
6	1	Analyze the role of technological advancements and trade liberalization in accelerating global business integration.	L4
7	1	Compare traditional internationalization models with born-global firms.	L5
8	1	Analyze the strategic motives (market-seeking, resource-seeking, efficiency-seeking, strategic asset-seeking) behind foreign direct investment decisions.	L4
9	1	Evaluate the impact of cross-cultural management challenges on global performance.	L5
10	1	Critically examine the evolving definition of International Business in the context of digital globalization and cross-border e-commerce.	L4
11	1	Evaluate the strategic alignment between corporate global objectives and host country economic goals.	L5



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S.No.	CO	Questions	BT
<b>Unit II: (Theories of International Trade)</b>			
1	2	Analyze how international trade contributes to comparative advantage, productivity enhancement, and global value chain integration across nations.	<b>L4</b>
2	2	Critically evaluate the applicability of the Heckscher–Ohlin theory in explaining contemporary trade patterns between developed and emerging economies.	<b>L4</b>
3	2	Evaluate the implications of factor mobility and technology diffusion on the predictive power of relative factor endowment theory.	<b>L5</b>
4	2	Using real-world trade data, critically assess whether comparative cost differences remain the primary driver of specialization.	<b>L4</b>
5	2	Evaluate how monetary factors such as exchange rate fluctuations influence the practical application of comparative cost advantage theory.	<b>L5</b>
6	2	Critically analyze the relevance of Country similarity theory in explaining intra-industry trade among developed nations.	<b>L4</b>
7	2	Analyze the product life cycle theory of international trade in detail.	<b>L3</b>
8	2	Critically examine the theoretical and practical limitations of the Product Life Cycle model in explaining modern multinational strategies.	<b>L5</b>
9	2	Analyze how the Global strategic rivalry theory explains competitive advantage in oligopolistic global industries.	<b>L4</b>
10	2	Critically evaluate Porter's Diamond Model in explaining the global success of emerging economies.	<b>L5</b>
11	2	Compare and contrast classical and modern theories of international trade in explaining 21st-century global trade dynamics.	<b>L4</b>



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S.No.	CO	Questions	BT
<b>Unit III: (Multi National Corporations)</b>			
1	3	Analyze the key organizational, financial, and managerial features that distinguish Multinational Corporations from domestic enterprises.	L4
2	3	Evaluate which organizational model is most suitable for firms competing in highly dynamic global industries.	L5
3	3	Evaluate whether MNC presence strengthens or weakens domestic industries in emerging markets like India.	L5
4	3	Analyze various structural models adopted by multinational corporations (global product, geographic, matrix, network) and assess their strategic implications.	L4
5	3	Evaluate the effectiveness of government regulations in balancing national interest with foreign investment inflows.	L5
6	3	Assess the long-term economic and socio-political implications of FDI-led development models.	L5
7	3	Examine how globalization and digital transformation have reshaped MNC growth strategies.	L4
8	3	Evaluate the economic and social impact of multinational corporations on both home and host countries.	L5
9	3	Analyze the effectiveness of product-based organizational structures in managing diversified multinational operations.	L4
10	3	Assess whether matrix structures enhance innovation and cross-border coordination in global firms.	L5
11	3	Analyze the strategic relevance of virtual organizational structures in the digital global economy.	L4



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S.No.	CO	Questions	BT
<b>Unit IV: (Controlling International Business and Ethics in International Business)</b>			
1	4	Analyze the strategic, operational, political, and cultural challenges faced by firms in managing international business operations.	L4
2	4	Analyze how global information systems enhance coordination, control, and decision-making in multinational corporations.	L4
3	4	Assess the limitations of traditional financial metrics in evaluating global operations.	L5
4	4	Evaluate the balance between centralized control and local autonomy in multinational corporations.	L5
5	4	Evaluate key financial and strategic performance indicators used in international business operations.	L5
6	4	Analyze the effectiveness of bureaucratic, cultural, financial, and technological control mechanisms in multinational organizations.	L4
7	4	Evaluate how ethical frameworks influence corporate strategy in multinational corporations.	L5
8	4	Analyze the role of ethical leadership and corporate governance in sustaining long-term competitive advantage in global markets.	L4
9	4	Examine the consequences of unethical practices on multinational corporations' global operations.	L5
10	4	Evaluate the role of ethical compliance in mitigating legal risks, reputational damage, and cross-cultural conflicts in international markets.	L5



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S.No.	CO	Questions	BT
<b>Unit V: (Future of International Business)</b>			
1	5	Analyze the core principles and characteristics of Business Process Reengineering and examine how they differ from incremental process improvement approaches.	L4
2	5	Assess whether virtual platforms can substitute traditional cross-border trade and foreign direct investment structures.	L5
3	5	Analyze how digital transformation, remote work ecosystems, and platform-based business models are reshaping global value chains.	L4
4	5	Analyze the structural and strategic characteristics of virtual international business models in the digital economy.	L4
5	5	Evaluate the role of Business Process Reengineering (BPR) in enhancing efficiency and competitiveness in multinational enterprises.	L5
6	5	Analyze the strategic, technological, legal, and cybersecurity challenges faced by global e-business firms.	L4
7	5	Evaluate whether digitalization provides sustainable competitive advantage in international markets.	L5
8	5	Evaluate whether digitalization provides sustainable competitive advantage in international markets.	L5
9	5	Assess regulatory, financial, and ethical implications of adopting digital currencies in global business transactions.	L5
10	5	Analyze how digital infrastructure influences competitive positioning in international markets.	L4

Note: L1-Remembering, L2-Understanding, L3-Applying, L4-Analyzing, L5-Evaluating, and L6-Creating



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## **Instruction to Faculty Members:**

### **The Six Levels of Bloom's Taxonomy:**

1. **Remembering:** Retrieving, recognizing, and recalling relevant knowledge from long-term memory (e.g., list, define, name, locate).
2. **Understanding:** Constructing meaning, explaining ideas, or concepts (e.g., summarize, interpret, classify, compare).
3. **Applying:** Using information in new situations or implementing procedures to solve problems (e.g., solve, use, demonstrate, implement).
4. **Analyzing:** Breaking material into constituent parts, determining how the parts relate to one another and to an overall structure (e.g., contrast, categorize, distinguish, diagram).
5. **Evaluating:** Making judgments based on criteria and standards through checking and critiquing (e.g., judge, critique, justify, defend, argue).
6. **Creating:** Putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure (e.g., design, construct, develop, formulate).