

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

BA5301 – INTERNATIONAL MANAGEMENT

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DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

SUBJECT : BA5301 – INTERNATIONAL MANAGEMENT

SEM / YEAR : III Semester / II Year

UNIT – I – INTRODUCTION			
SYLLABUS: International –Definition – Internationalizing –Advantages –factors causing globalization of – international environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global environment.			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define International .	Level 1	Remembering
2	Compare domestic and International ?	Level 2	Understanding
3	Examine the term Environment?	Level 3	Applying
4	What are the approaches of International ?	Level 4	Analysing
5	How would you improve the International ?	Level 5	Evaluating
6	Why components of international are important?	Level 6	Creating
7	Define Globalization with the help of examples.	Level 1	Remembering
8	Can you explain the stages in globalization?	Level 2	Understanding
9	Would you want to work for a foreign-owned firm? Why or why not?	Level 3	Applying
10	Can you list out the factors affecting International environment?	Level 4	Analysing
11	Why do you think political environment is essential?	Level 5	Evaluating
12	How could you determine the economic environment?	Level 6	Creating
13	Define cultural environment.	Level 1	Remembering
14	What is meant by models of culture?	Level 2	Understanding
15	How could you show your understanding country attractiveness?	Level 3	Applying
16	Can you list out the criteria for assessing country attractiveness?	Level 4	Analysing
17	What are the differences between tariff and tariff barrier?	Level 1	Remembering
18	Can you explain Cross National Agreements?	Level 2	Understanding
19	Define trade barriers.	Level 1	Remembering
20	What is liberalization?	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	How would you describe the modern challenges in international domain along with their possible solutions in international management? (7 marks)	Level 1	Remembering
	(ii) Explain the types and elements of culture as an environment in the international management. (6 marks)		
2	(i)What are the forms of international ? (7 marks)	Level 2	Understanding
	(ii) Explain the reasons for internationalization. (6 marks)		
3	Illustrate “Privatization by itself enough to guarantee economic growth”. Why? Explain using an Example.	Level 3	Applying
4	Examine the steps needed to upgrade domestic into international	Level 4	Analysing
5	Can you explain the impact of technological change on global markets?	Level 5	Evaluating
6.	(i)Based on your understanding discuss the various causes, concerns and issues in Economic Globalization. (8 marks)	Level 6	Creating
	(ii) List out the advantages of globalization. (5 marks)		
7	Explain the different factors of international environment?	Level 1	Remembering
8	Can you elaborate the political, economic, social and cultural environment of international with suitable real time example?	Level 2	Understanding
9	What is your opinion on International environment & its macro political & cultural environment?	Level 3	Applying
10	Define Country attractiveness. Explain the significance of Country Attractiveness.	Level 4	Analysing
11	Write the various advantages and disadvantages of Internalization of ?	Level 1	Remembering
12	Can you differentiate between Protection Vs Liberalization of Global Environment focus mainly on merits and demerits?	Level 2	Understanding
13	How would you explain the various factors causing Globalization of .	Level 4	Analysing
14	(i) Analyze the trend of international environment in India. (7 marks)	Level 1	Remembering
	(ii) Illustrate the salient features of ‘liberalization’ in the present global scenario. (6 marks)		

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

UNIT – II – INTERNATIONAL TRADE AND INVESTMENT

SYLLABUS: Promotion of global – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define the term International trade.	Level 1	Remembering
2	What is meant by international investment?	Level 2	Understanding
3	Outline the term New Trade Theory.	Level 3	Applying
4	Can you list out the factors affecting International trade and Investment?	Level 4	Analysing
5	State the theories of International trade & Investment?	Level 5	Evaluating
6	What are the features of "Free Trade Area (Regime)"?	Level 6	Creating
7	What is meant by Competitive Advantage?	Level 1	Remembering
8	What can you say about Internationalization?	Level 2	Understanding
9	How new trade theory is different from product life cycle Theory?	Level 3	Applying
10	Why do you think FDI International Entrepreneurship is essential?	Level 4	Analysing
11	Write any three important articles of GATT?	Level 5	Evaluating
12	Write a short note on promotional strategies?	Level 6	Creating
13	Define Regional Trade Block.	Level 1	Remembering
14	What is meant by GATT?	Level 2	Understanding
15	How would you show your understanding of the term Free Trade?	Level 3	Applying

16	Can you list out the purpose of multilateral agreements?	Level 4	Analysing
17	Define WTO and its role in the world economy.	Level 1	Remembering
18	Can you explain any two principles of WTO?	Level 2	Understanding
19	Define global competitiveness.	Level 1	Remembering
20	Define NAFTA.	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	How would you describe the global promotional strategies along with the challenges faced during the promotion of global ?	Level 1	Remembering
2	Compare and contrast absolute advantage theory and comparative advantage theory.	Level 2	Understanding
3	Give an account on the round discussions of GATT trade negotiations.	Level 3	Applying
4	What is meant by GATT? State the differences between GATT & WTO?	Level 4	Analysing
5	Discuss the objectives and functions of GATT.	Level 5	Evaluating
6.	Write the role of WTO in multilateral trade negotiations?	Level 6	Creating
7	Explain the objectives and functions of WTO.	Level 1	Remembering
8	Write in detail about the Purchasing Power Parity theory. (5 marks)	Level 2	Understanding
	Discuss the benefits and costs of FDI from the perspective of a host country and from the perspective of the Home Country. (8 Marks)		
9	How would you show your understanding the theories of international Investment?	Level 3	Applying
10	(i)What is the need for global competitiveness in international ? (7 marks)	Level 4	Analysing
	(ii)How is the competitive advantage related to countries development? (6 marks)		
11	(i) What are the different types of RTB's? (7 marks)	Level 1	Remembering
	(ii) What are their relative merits and demerits? (6 marks)		
12	Explain the theory of Porter Diamond Model of International Trade?	Level 2	Understanding
13	Elaborate the various levels of Regional Trade Agreements with examples.	Level 4	Analysing
14	Briefly discuss the various Trade Barriers and Non-Trade Barriers.	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
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 risky, however, 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 s 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.

UNIT – III – INTERNATIONAL STRATEGIC MANAGEMENT			
SYLLABUS: Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international – advantages - organizational issues of international – organizational structures – controlling of international – approaches to control – performance of global – performance evaluation system.			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Outline the stages in International strategic planning?	Level 1	Remembering
2	What is meant by strategic compulsions?	Level 2	Understanding
3	How would you show your understanding of standardization Vs differentiation?	Level 3	Applying
4	What conclusion can you draw on strategic options?	Level 4	Analysing
5	Summarize your idea about portfolio management.	Level 5	Evaluating
6	How would you explain Balance of Trade?	Level 6	Creating
7	Define global entry strategies.	Level 1	Remembering
8	Distinguish between profitability and profit growth?	Level 2	Understanding
9	How would you use manufacturing strategies without FDI?	Level 3	Applying
10	Why do you think exporting is essential?	Level 4	Analysing
11	How would you explain the different forms of International ?	Level 5	Evaluating
12	What is your opinion about licensing international licensing?	Level 6	Creating
13	Define franchising.	Level 1	Remembering
14	What are the main ideas of management contracts?	Level 2	Understanding

15	What are the different forms of joint ventures?	www.FirstRanker.com Level 3	www.FirstRanker.com Applying
16	Why do you think strategic alliances are essential?	Level 4	Analysing
17	Define Acquisition.	Level 1	Remembering
18	What is meant by assembly operations?	Level 2	Understanding
19	Define performance evaluation system.	Level 1	Remembering
20	Enumerate Organizational structure.	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Describe the different forms of Global Entry Strategy.	Level 1	Remembering
2	What is Indirect Exports? Explain the methods and advantage of the Indirect Exports.	Level 2	Understanding
3	Explain in detail about the control techniques in international .	Level 3	Applying
4	(i)What kind of strategic compulsions are there on a company going international? (7 marks)	Level 4	Analysing
	(ii)Explain indirect methods of doing exports. (6 marks)		
5	Explain in detail about the difference between standardization and differentiation strategies with suitable examples?	Level 5	Evaluating
6.	How would you show your understanding of global entry strategies?	Level 6	Creating
7	Can you list the advantages of different forms of International ?	Level 1	Remembering
8	Discuss in detail about Global portfolio management.	Level 2	Understanding
9	Explain the organizational issues of international and how they can be solved effectively.	Level 3	Applying
10	Can you list the three organizational structures in detailed manner?	Level 4	Analysing
11	Enumerate the relationship between a firm's control systems and a firm's incentive system. Why is this relationship important?	Level 1	Remembering
12	(i) How would you classify the types of organizational structures? (7 marks)	Level 2	Understanding
	(ii) Compare geographic and matrix division structure. (6 marks))		
13	How would you explain the performance evaluation system? State the factors influencing the performance of global ?	Level 4	Analysing
14	(i) Discuss the features of an effective control mechanism in international ? (7 marks)	Level 1	Remembering
	(ii) How would you describe the various performance measurement indicators of a Multinational Corporation in detail? (6 marks)		

PART - C	
S.NO	QUESTIONS
1	Kurkura launched “Kurkura South Spice Mix” to attract south Indians who usually likes to eat spicy snacks. Assume that you are the International Product Manager of “Kurkura”, your target is to expand Kurkura” 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
4	“Control is necessary to achieve international objectives”. Elaborate this statement by giving aspects of international control process.

UNIT – IV – PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL			
SYLLABUS: Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development, pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management –strategic orientation – selection of expatriate managers- Training and development –compensation.			
PART- A			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	What is global production and economy of scale?	Level 1	Remembering
2	What is meant by global supply chain management?	Level 2	Understanding
3	Interpret the three main factors that affect the decision of locating production.	Level 3	Applying
4	How would you categorize the quality standard?	Level 4	Analysing
5	Can you identify the threats of globalization of markets?	Level 5	Evaluating
6	How would you evaluate global marketing?	Level 6	Creating
7	Define global marketing mix.	Level 1	Remembering
8	List some of the Major Investment Decision for International .	Level 2	Understanding
9	How would you use PRODUCT strategies in global markets?	Level 3	Applying
10	Analyze the two main issues that managers must be aware of when considering market segmentation in foreign countries.	Level 4	Analysing
11	What do you think about distribution channel Management?	Level 5	Evaluating
12	What are the social responsibilities of a global organization?	Level 6	Creating

13	Define investment decisions.	www.FirstRanker.com Level 1	www.FirstRanker.com Remembering
14	Can you explain about capital budgeting?	Level 2	Understanding
15	How would you solve the distribution channel?	Level 3	Applying
16	What are the features of foreign exchange markets (FOREX)?	Level 4	Analysing
17	Define Exchange Rate Risk.	Level 1	Remembering
18	Can you list out the methods of exchange rate risk Management?	Level 2	Understanding
19	What is training?	Level 1	Remembering
20	What is mean by expatriate?	Level 1	Remembering

PART- B

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	(i)Discuss the issues in global supply chain Management. (7 marks)	Level 1	Remembering
	(ii)What are the challenges in international product development? (6 marks)		
2	What are the strategic role of foreign factors evolves over time.	Level 2	Understanding
3	How would you summarize the scale of operations?	Level 3	Applying
4	What questions would you ask during the make or buy decision?	Level 4	Analysing
5	Write in detail the various quality considerations to be taken into account for the Globalization of Market.	Level 5	Evaluating
6.	Discuss about the various types of exchange rate systems and state the factors determining the exchange rate.	Level 6	Creating
7	(i) Discuss the marketing strategies in detail. (6 marks)	Level 1	Remembering
	(ii)What are the reasons for globalization of markets? (7 marks)		
8	How would you evaluate the pricing strategies?	Level 2	Understanding
9	How would you explain the International distribution channel?	Level 3	Applying
10	(i)Will you state the approaches of capital budgeting explain in detail. (7 marks)	Level 4	Analysing
	(ii)What is exposure netting? (6 marks)		
11	Enumerate the advantages and disadvantages of a polycentric approach to staffing.	Level 1	Remembering
12	What are the basic concepts of Foreign Exchange (FOREX, in short its nature and types of Forex Market.	Level 2	Understanding
13	What do you mean by globalization of markets?	Level 4	Analysing
14	Discuss the factors to be considered by an International firm to locate its Production activities?	Level 1	Remembering

PART - C

S.NO	QUESTIONS
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 .

UNIT – V – CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL MANAGEMENT

SYLLABUS: Disadvantages of international – Conflict in international – Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international – Ethical decision-making.

PART- A

S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Define conflicts.	Level 1	Remembering
2	Will you state the sources of conflict in international ?	Level 2	Understanding
3	How would you solve the individual level conflict?	Level 3	Applying
4	How would you classify the conflict?	Level 4	Analysing
5	Assess the term conflict resolution.	Level 5	Evaluating
6	How would you evaluate negotiations in international ?	Level 6	Creating
7	Define organizational conflict?	Level 1	Remembering
8	Differentiate between conflict and dispute.	Level 2	Understanding
9	List the disadvantages of International .	Level 3	Applying
10	List the agencies participating in negotiation process?	Level 4	Analysing
11	Can you identify some of the issues related in solving negotiations process?	Level 5	Evaluating
12	What is your opinion about win-win solutions?	Level 6	Creating
13	What are ethical dilemmas? Why do they exist?	Level 1	Remembering
14	Differentiate between “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 ethics?	Level 4	Analysing

17	Define ethical decision making.	www.FirstRanker.com	www.FirstRanker.com
		Level 1	Remembering
18	Can you Explain “Vertical Marketing Systems”?	Level 2	Understanding
19	What is issue of transfer pricing?	Level 1	Remembering
20	How would you describe the problems in ethical decision making?	Level 1	Remembering

PART- B			
S.NO	QUESTIONS	BT LEVEL	COMPETENCE
1	Briefly explain the different types of conflicts in international and how they can be resolved.	Level 1	Remembering
2	Summarize the factors affecting negotiations in International .	Level 2	Understanding
3	What are the provisions relating to conflict resolution through judicial settlement?	Level 3	Applying
4	Distinguish between individual and group level organizational conflict.	Level 4	Analysing
5	Discuss the sources of conflict in International .	Level 5	Evaluating
6.	Compile the ways in which international and its managers can ensure that ethical/issues are considered in decisions?	Level 6	Creating
7	Describe the major areas of social responsibility for International .	Level 1	Remembering
8	(i) Explain the role of International Agencies in negotiation. (6 Marks)	Level 2	Understanding
	(ii) Explain the disadvantages of International . (7 Marks)		
9	What is the process of negotiation in international ?	Level 3	Applying
10	Explain the ethical issues in international .(6 Marks)	Level 4	Analysing
	Write an essay about the Ethical Decision-making process.(7 Marks)		
11	Outline the role of WTO in dispute resolution among countries.	Level 1	Remembering
12	How would you explain the problems in ethical Decisions Making?	Level 2	Understanding
13	Explain the conflict resolution techniques in international .	Level 4	Analysing
14	Explain with example of any one particular firm having international production facilities, the various issues related to international level production and issues related to make or buy decisions.	Level 1	Remembering

PART - C	
S.NO	QUESTIONS
1	arena of international marketing primarily for three reasons”. What are they?
2	view of 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”. Elaborate this statement.
4	“The decision makers consider the alternatives, make review the action decision, act or implement and finally review the action”. Discuss under separate heads in context to ethical decision making.