

D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1.

INTERNATIONAL BUSINESS MANAGEMENT

SUB CODE: 15CPHR3A

II MA (HRM)

SECTION A

6 Marks

1. What are the needs for international business?
2. What are the advantages of international business?
3. What are the factor causing globalizations of business?
4. Write short notes on I) legal polices II) cultural environment
5. Explain the three stages of international business
6. What are the drivers of globalization? Explain
7. What is GATT? Explain
8. What are the internal and external factors of International business?
Explain
9. Explain the implication of globalization of market
10. What is IMF? Explain
11. What are the central beliefs of collectivism?
12. What are the central beliefs of individualism?
13. What is the connection between collectivism and socialism?
14. What is the connection between individualism and democracy?
15. Explain different level of regional economic integration
16. What are the main features of a market economy, command economy?
17. What are the differences among common law, civil law and theocratic law?
18. Explain the different types of international trade theory
19. Explain policy suggestions for India's service sector with trade policy measures.
20. What are the benefits of trade theory?

21. What is absolute advantage? Explain with example
22. What is comparative advantage? Explain with example.
23. What are the differences between absolute and comparative advantage?.
24. What is product life theory? Explain
25. Define FDI. State the factors of FDI
26. What are the areas of FDI
27. What are the advantages and disadvantages of FDI?
28. What are the types of FDI? Explain
29. Explain the sources of FDI
30. What are the risks in international business/ Foreign exchange?
31. What is currency convertibility? Explain
32. What are the benefits of global capital market?
33. What are the drawbacks of Euro currency market
34. Explain Euro bond market attractions
35. Explain Euro currency market attractions
36. Explain the strategic choices of global capital market
37. What are the promise and pitfalls of exporting
38. What are the types of countertrade
39. What is market segmentation
40. What are the distribution strategies?
41. What are the communication strategies?
42. What are the pricing strategies?

SECTION-B

15 Marks

1. What are the emergences of global institution? Explain
2. Explain the declining trade and investment barriers
3. Explain the role of technology in international business
4. Explain the concept of globalization of production
5. Explain different political systems
6. Explain economic systems
7. Explain legal systems

8. Why is the protection of intellectual property so important for international business?
9. Explain Economic growth in a nation.
10. What is the goal of the foreign corruption practices act in the United States?
11. Explain foreign exchange market
12. Write short notes on I) Spot transaction II) forward transaction III) swap transaction
13. Determination of foreign exchange rate
14. Explain price and exchange rates
15. Explain strategic behavior of product life cycle theory
16. Explain global strategy
17. Explain the profiting from global expansion
18. Explain Euro bond market
19. Explain global equity market
20. Explain the growth of global capital market
21. Explain firms value chain
22. What are the provisions related to exporting procedures
23. Explain new product development
24. Explain global money management

