

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE
DEPARTMENT OF MANAGEMENT STUDIES
SUB: INTERNATIONAL BUSINESS MANAGEMENT
QUESTION BANK
CLASS: III BBA & III ISM

SECTION – A

2 MARKS QUESTIONS:-

1. What is the economic definition & globalization?
2. What is meant by global village?
3. What is meant by globalization of Business?
4. Define international Business.
5. What are the stages of IB.?
6. Define international trade?
7. Define international management.
8. What are the various components of production strategy?
9. Explain the Issues involved in the International operations management strategy.
10. What are the advantages in the standardized production methods?
11. What is meant by flexible manufacturing?
12. What are the advantages & disadvantages of contract manufacturing?
13. Define make or buy decision?
14. What is meant by just in time method?
15. What is meant by supply chain management?
16. What is meant by ERP?
17. What is meant by passive exports?
18. What is mass market?
19. What is niche market?
20. What is meant by product life cycle?
21. What is meant by product line?
22. What is meant by skimming strategy?
23. What is production switching?
24. State the role of I sin IB
25. What do you mean by International Market selection?
26. Define market segmentation.
27. What are the factors affecting market.
28. What is a political system?
29. Define collectivism?
30. Define Socialist?
31. Define privatization?
32. Define Individualism?

33. What is democracy?
34. What is Totalitarianism?
35. What is Theocratic Totalitarianism?
36. Define market economy?
37. What is command economy?
38. What is mixed economy?
39. What is a legal system?
40. What are the different legal systems?
41. What is common law?
42. What is civil law?
43. What is contract law?
44. Define Intellectual property?
45. What is a copyright?
46. Define patent.
47. What is a trademark?
48. Define product liability law.
49. What is Force Management?
50. What is meant by Gray market?
51. What is market & forward market?
52. What are the factors determining demand for currency?
53. What is meant by currency equilibrium?
54. Name some forms of IB?
55. What is exchange Risk?
56. Name any H notable Regional trade association.
57. What is FDI?
58. What is balance of Trade?
59. Who are third country nationals?
60. What is the main purpose of world trade organization?
61. What is a free trade regime?
62. Explain the term, managed floral in the context of exchange rate management.
63. Differentiate FDI and FII
64. What is Anti- dumping?
65. What is TRIMS?
66. What is Green field & Investment by FD?
67. What is FEMA Different from FECA?
68. How to manage exchange rate through FORWARD?
69. What is managed evolving rate?
70. What is meant by variable pricing?
71. What is swap operation?
72. Define hedging?
73. What is option?
74. What is ant tragus?

75. What is meant by Eurocurrency?
76. What do you understand by International banking?
77. What are non-banking financial companies?
78. What are offshore financial centers?
79. What is Euro?
80. Examine the impact of Euro on the world economy?
81. What is Global capital market?
82. Define Global Bond market?
83. Define global equity market?
84. Define Business ethics?
85. What are the benefits of ethical Business?
86. What are the Benefits of ethical Business?

PART – B

5 MARK & 10 MARK QUESTIONS:-

87. What are the benefits of globalization?
88. What is the Ill - effects of globalization?
89. Write a note on the challenges of globalization.
90. What are the essential conditions for globalization?
91. Discuss the similarities & differences between the old & new globalization?
92. Explain emerging issues In IB.
93. What are the factors causing globalization of Business?
94. Explain IB environment legal & political policies.
95. What are the advantages of IB?
96. What are the needs of IB?
What are the Internal & external factors that affects Business?
97. What are the various components of production strategy?
98. Explain the Issues involved in the International operations management strategy.
99. What are the advantages in the standardized production methods?
100. What is meant by flexible manufacturing?
101. What are the advantages & disadvantages of contract manufacturing?
102. Define make or buy decision?
103. What is meant by just in time method?
104. What is meant by supply chain management?
105. What is meant by ERP?
106. What is meant by passive exports?
107. What is mass market?
108. What is niche market?
109. What is meant by product life cycle?
110. What is meant by product line?
111. What is meant by skimming strategy?
112. What is production switching?

113. State the role of I sin IB
114. What do you mean by International Market selection?
115. Define market segmentation.
116. What are the factors affecting market.
117. Explain the advantages & disadvantages of International procurement?
118. Explain Global supply chain management.
119. Discuss the role of information technology & global supply chain management.
120. Explain International marketing strategies.
121. Explain the three basic approaches segmentation.
122. Explain four keys factors in the manufacturing Industry?
123. Explain in detail of share manufacturing Industry?
124. Define plant location & what are the factors affecting the location decision?
125. Explain the role of is in IB?
126. Explain the impact of political environment on IB
127. Explain the different environment of IB?
128. Explain the different level of regional Economic Integration?
129. Elucidate the political, economic cultural Environment of IB with world exchange?
130. Explain the types of economic theories involved in IB.
131. Explain property Rights.
132. Explain the importance of Business ethics?
133. Explain the relevance of ethics in Business?
134. Discuss the ethical issues in IB.
135. Explain the importance features of the Eurodollar market.
136. Examine the problems caused by the Eurodollar market.
137. What are the implications of Euro for India?
138. Explain Global capital Market?
