Satyug Darshan Institute of Engineering & Technology

Department of Management Studies

Academic year 2025-26

Programme: BBA Gen	**Year & Semester**: 2 & 4
Course Name: Fundamentals of International Business	**Course Code:** BBG-202-V
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define international business	1
2	Explain the role of the economic environment in shaping international business decisions.	2
3	State the key motives behind the international expansion of firms.	1
4	Identify major trade barriers faced in international business and indicate their impact on cross-border trade.	1
5	Differentiate between political risk and economic risk in international business with suitable examples.	4

Long answer questions

Q.N.	Question	KL
1	Examine the various types of international business, highlighting the degree of control, investment, and risk involved in each form.	4
2	Analyze the structure of the international business environment, focusing on political, economic, socio-cultural, technological, and legal factors.	4
3	Assess the major motives for international business, with reference to growth, profitability, and competitive advantage.	5
4	Discuss the major barriers to international business and evaluate their implications for firms operating in global markets.	2
5	Identify the key risks involved in international business and develop suitable risk management techniques to minimize their impact.	1

Unit II

Short answer questions

Q.N.	Question	KL
1	Define foreign market entry modes and list any two commonly used methods.	1
2	State the major factors considered in country evaluation and selection for international business.	1

3	Differentiate between foreign direct investment and portfolio investment on the basis of ownership and control.	4
4	Identify key economic and political indicators used in the evaluation of foreign markets.	1
5	Explain the role of control methods in managing international business operations.	2

Long answer questions

Q.N.	Question	KL
1	Examine the various foreign market entry modes, highlighting their advantages, limitations, and level of risk involved.	4
2	Analyze the factors influencing country evaluation and selection, with special reference to economic, political, cultural, and legal considerations.	4
3	Assess the strategic considerations involved in decisions relating to foreign direct investment and portfolio investment.	5
4	Discuss the different control methods used in international business, including financial, operational, and strategic controls.	2
5	Evaluate the effectiveness of control mechanisms in ensuring coordination and performance in multinational enterprises.	5

Unit III

Short answer questions

Q.N.	Question	KL
1	Define foreign manufacturing and sourcing decisions in the context of international marketing.	1
2	State the key considerations involved in product and branding decisions for foreign markets.	1
3	Differentiate between standardized and adapted products in international markets.	4
4	Identify major approaches to international pricing used by multinational firms.	1
5	Explain the importance of foreign distribution channels and logistics in global business operations.	1

Long answer questions

Q.N.	Question	KL
1	Examine the basic foreign manufacturing and sourcing decisions, highlighting factors influencing location choice and supplier selection.	4
2	Analyze product and branding decisions for foreign markets, with reference to cultural, legal, and consumer-related factors.	4
3	Assess the various approaches to international pricing, including cost-based, market-based, and competitive pricing strategies.	5

4	Discuss foreign channel decisions, emphasizing the selection, management, and control of international distribution intermediaries.	2
5	Evaluate the role of logistics and supply chain management in achieving efficiency and customer satisfaction in international markets.	5

Unit IV

Short answer questions

Q.N.	Question	KL
1	Define the global trading and financial system and mention its key components.	1
2	State the major accounting differences across countries that affect international business operations.	1
3	Identify key cross-cultural challenges faced by firms operating in international markets.	1
4	Differentiate between expatriates and host-country nationals in international staffing.	4
5	Explain the significance of compensation decisions in managing an international workforce.	2

Long answer questions

Q.N.	Question	KL
1	Examine the structure of the global trading and financial system, highlighting the role of major international institutions.	4
2	Analyze accounting differences across countries, with reference to financial reporting standards and disclosure practices.	4
3	Assess the impact of cross-cultural challenges on managerial effectiveness and organizational performance in international business.	5
4	Discuss international staffing decisions, focusing on selection, training, and deployment of global managers.	2
5	Evaluate international compensation strategies, emphasizing their role in attracting, motivating, and retaining global talent.	5