

# Question Bank

## Module 1

1. Define globalization. What are the forces that drive globalization? Pg 8
2. Discuss the problems associated (challenges) with globalization. Pg 14
3. Why do companies engage in international business? Pg 18
4. Elaborate on the three modes of international operations. Pg 19
5. Discuss the physical and social factors affecting international business operations. Pg 23
6. Elaborate on the competitive environment facing international business. Pg 25

## Module 2

1. Discuss PESTEL analysis with examples.
2. Differentiate between polycentrism and ethnocentrism and geocentrism. Pg 79
3. Explain any three strategies for instituting change. Pg 83
4. Discuss the five different types of democracy. Pg 103
5. Explain the four types of political risk. Pg 112
6. Discuss the strategic concerns arising out of the legal system of a particular country. Pg 124
7. Elaborate any four features of an economy. Pg 154
8. Compare and contrast the theory of absolute advantage and comparative advantage. Pg 227

## Module 3

1. Explain any three ECONOMIC rationales for government intervention in international business. Pg 269
2. Explain any three NON-ECONOMIC rationales for government intervention in international business. Pg 277
3. Explain the tariff barriers for international business. Pg 280
4. Explain the non -tariff barriers for international business. Pg 281
5. Elaborate the role of WTO in international business. Pg 298
6. What is regional economic integration? What are the effects of such integrations? Pg 301

## Module 4

1. Discuss the advantages and disadvantages of exporting. Pg 504 / 508
2. Discuss the three stages of export development. Pg 507
3. Elaborate on the three types of importers. Pg 513
4. Explain the three methods of direct selling. Pg 521
5. Explain any six out of seven documents important for exporters. Pg 525
6. Elaborate on the concept of countertrade. Pg 529