



Shri Shankaracharya Institute of Professional Management & Technology

P.O. Sejbahar, Mujgahan, Raipur (C.G.)

QUESTION BANK

INTERNATIONAL BUSINESS MARKETING 576433(76)

UNIT-1

1. Discuss various objectives of International Marketing along with challenges involved 'International Marketing'.
2. 'Analysis of Global Economic Environment is quite essential to International Marketing in today's scenario' Critically comment on the statement.
3. State the importance of International Marketing in the current economic scenario.
4. What is the basis of International trade? Discuss the theory of comparative cost.
5. Describe briefly the theories of international trade
6. What is the scope of international marketing?

UNIT-2

1. What is the difference between tariff and Quota?
2. Is absolute advantage as the justification for international trade? Validate your answer.
3. Explain the difference between Absolute Advantage and Comparative Advantage. How has the theory of Absolute Advantage been evolved?
4. Discuss the various key economic issues that influence international business
5. "MNC's help in uplifting the economy". Support your answer with suitable example
6. Write short notes on:
 - (i) BOP
 - (ii) Tariffs and Quota
 - (iii) Trade policies in India
 - (iv) Trade deficits

UNIT-3

1. What are the key prospects and problems faced by Indian business abroad?
2. Write an explanatory note on foreign investment in India
3. What is the procedure for receiving FDI in an Indian company? What are the different modes of payment allowed for receiving FDI in an Indian company?
4. Which are the sectors where FDI is not allowed in India?
5. Differentiate between FDI & FII
6. What are the factors affecting FDI to come in India? What are its demerits?

UNIT-4

1. What are the methods of international payment?
2. Explain the role of Export Promotion council & Federation of Indian export organizations
3. Explain the function of EXIM Bank with special reference to different sectors
4. Give a detailed note on various overseas business option available to a producer
5. Write short notes on:
 - (i) EXIM Bank
 - (ii) ECGC
 - (iii) Export Promotion Council
 - (iv) FIEO

UNIT-5

1. Discuss the various international marketing strategies
2. Discuss different channels of distribution using the direct and indirect distribution practices
3. Discuss which channel strategy is suitable for manufacturing companies in developing countries seeking their products to distribute their production in the overseas market
4. What assumptions need to be considered in competitive market conditions while formulating pricing strategy
5. Discuss in detail the different factors of marketing research
6. Explain in detail the different international policies for pricing