



MMPC-016: International Business Management

1. Define International Business. How is it different from domestic business?
2. What are the main drivers and challenges of globalization?
3. Explain any two major theories of international trade.
4. What are the different modes of entering international markets? Compare their advantages and disadvantages.
5. What are the major components of the international business environment?
6. How does political and legal environment affect international business decisions?
7. Explain the concept of exchange rate and its types.
8. Discuss the role of WTO in facilitating international trade.
9. What are tariff and non-tariff barriers? How do they affect trade?
10. Explain the key elements of an international marketing strategy.
11. What are the risks involved in international financial transactions? How can they be managed?
12. Discuss the importance of supply chain management in international business.
13. What is the role of logistics in export-import operations?

14. How do cultural differences impact international business negotiations?

15. What are the ethical challenges faced by companies in international markets?