DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

16UBM516-INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT -K1 Questions

Multiple Choice Questions

UNIT-I

1. ____________plays a vital role in running the business enterprise.
a) Customers b) Labor
c) Product d) Competitors
Ans. D
2. ____________Consists of the actors in the company's immediate environment that affect the performance of the company.
a) Macro environment b) Micro environment
c) Internal environment d) External environment
Ans. B
3. Macro environment is also known as ___________
a) Outside environment b) Indirect environment
c) General environment d) Social environment
Ans. C
4. Remote environment is an another name of ___________
a) Micro environment b) Macro environment
c) Internal environment d) External environment
Ans. B
5. _____________is environment covers those factors which give shape and form to the dept. of economic activities.
a) Technological b) Demographic
c) Social and cultural d) Economic
Ans. D
6. Astable, honest and efficient political system is a primary factor for the growth of _
a) Business b) General environment
c) Economic conditions d) Natural environment
Ans. A
7. When the rate of change in is insignificant, it is termed as _________ environment
a) General or specific b) Stable or static
c) Dynamic or certain d) Simple of complex

Ans. B
8. When some sudden and unpredictable changes take place in the organisation is said to ____________
a) Technological environment b) Natural environment
c) Turbulent environment d) Changing environment
Ans. C
9. ____________is an open form of government.
a) Parliamentary System b) Government environment
c) Legal environment d) Political environment
Ans. A
10. China is the biggest example __________

a) Capitalism b) Mixed economy
c) Laissez Faire d) Socialism
Ans. D
11. The term__________relates to patent, trademarks, copyrights and trade secrets.
a) Priority right b) Intellectual property right
c) Tariff & Trade Act d) Madrid agreement
Ans. B
12. _____________is also called the International convention for the protection of industrial property.
a) Paris Union b) National Treatment
c) Industrial Policy Act d) Intellectual property Right
Ans. A.
13. _____________means that if an investor registers a patent in one member country, he can file an application for registration in other member countries within one year from the date of filing return,
a) Patent cooperation Treaty b) Paris Union
c) Priority Right d) National Treatment
Ans. C
14. The international registration of Trade Marks aims at the international registration is _________
a) Trade Mark Registration Treat b) Independent of patents
c) Patent Cooperation Treaty d) The Madrid Agreement
Ans. D
15. International Bureau of World Intellectual Property Organisation is _________
a) U.S.A. b) Geneva
c) Switzerland d) Canada
Ans. B
16. __________Involves infringement of a patent or trade mark.
a) Counter feiting b) Unauthorised product
c) Illegal goods d) Low quality products
Ans. A
17. ________is an unintented channel of distribution that runs parallel to the planned channel.
a) Bribery b) Counter feiting
c) Gray Market d) Black Market

Ans. C
18. ____________concentrates on the analysis of market, competition and financial strength of a company.
a) Risk Reward analysis b) Cost benefit analysis
c) Break even analysis d) None of the above
Ans. B
19. __________analysis studies the impact of various environmental factors on the marketing mix.
a) Break even analysis b) Risk reward analysis
c) Cost - benefit analysis d) Product Analysis
Ans. B
20. ___________is subjective in nature
a) Social interaction b) Political factors
c) Natural factors d) Cultural
Ans. D
21. ___________is a set of traditional beliefs and values which are passed and shared among different societies
a) Cultural environment b) Social environment
c) Socio - cultural environment d) Economic
Ans. C
22. ___________is the foundation of culture
a) Language b) Customs
c) Education d) Religion
Ans. A

UNIT-II

23. E.E.C stands for
a) European Economics Control b) European Economic Community
c) European Economic centre d) European Economic Committee
Ans. B
24. E.E.C. is also known as _________
a) Economic Common Market b) NFTA
c) IPA d) European Common Market
Ans. D
25. ECM was brought into being ___________
a) 31 Dec. 1957 b) 15 Jan, 1958
c) 1 Jan, 1958 d) 24 March 1957
Ans. C
26. World's largest trading Block is _______
a) NAFTA b) SAARC
c) CEC d) ECM
Ans. D
27. NAFTA mean ___________
a) North American Free Trade Agreement
b) North American Foreign Trade Agreement
c) North Asian Free Trade Agreement
d) North Asian Foreign Trade Agreement.
Ans. B

28. NAFTA is a series of bilateral agreement between America, Canada and __________
a) Geneva b) Mexico
c) UK d) Ireland
Ans. B
29. SAARC association brings together____________countries of South Asia for regional co-operation.
a) 9 b) 8
c) 7 d) 14
Ans. C
30. The head quarters of SAARC in ________
a) Bangladesh b) Maldives
c) Sri Lanka d) Kathmandu
Ans. D
31. _________was commenced on January 1, 1994
a) NAFTA b) ECM
c) SAARC d) CEC
Ans. A
32. ________________is a bilateral trade agreement between two countries.
a) Tie in Agreement b) Counter trade
c) MNC d) Gray Market
Ans. B
33. ________is the process of convincing the various powerful elements of the environment to act in the favour of the organisations.
a) Coalescing b) Cooptation
c) Lobbying d) Procurement
Ans. C
34. Two or more organisations may merger their organisations to have better control over the environment as various resources are pooled together is ___________
a) Cooptation b) Lobbying
c)Agreement d) Coalescing
Ans. D
35. __________was a Multilateral treaty encompassing rules and disciples for an orderly world trading system.
a) GATT b) ITO
c) ECM d) SAARC
Ans. A
36. ___________means each nation shall be treated as well, as the most favoured nation.
a) GATT b) MFN
c) FTZ d) TRRM
Ans. B
37. Trade in Textile was restricted by __________
a) MFN b) GATT
c) MFA d) ITO
Ans. C

38. ___________is known a neo-liberalism
a) Globaluation b) Liberalisation
c) Privatization d) None of the above
Ans. A
39. _________refers to a process of increasing economic integration and growing economic interdependence between countries in the world economy.
a) MNC b) TNC
c) Globalisation d) WTO
Ans. C
40. __________means acceptance of an outward looking policy of economic development in place of an inward – looking one.
a) Liberalization b) Privatisation
c) Globalisatiion d) All of the above
Ans. C
41. ESCAP stands for ________
a) Economic and Social Commission for Asia and the Pacific
b) Economic and Social Centre for Asia and the Pacific
c) Economic and Social Commission for the Asia and Privatisation
d) Economic and Social Culture for Asia and Public
Ans: A
42. ___________is a method of doing business by which a franchisee is granted the right to offer, sell or distribute goods or service under a system created by the Franchisee.
a) Agreement b) Dealership
c) Patent d) Franchising
Ans. D
43. _________means setting a products a company to its affiliated company in host country.
a) Direct exporting b) Intra corporate transfer
c) indirect exporting d) Exporting
Ans. B
44. BOT means _____________
a) Business Outsourcing Trade
b) Balance on Trade
c) Build, operation and Transfer
d) Business Outsourcing Transaction
Ans: C
45. FERA was replaced by ________
a) FEMA b) GATT
c) WTO d) ITO
Ans. A
46. WTO was setup in _______
a) 1995 b) 1992
c) 1996 d) 1994
Ans. D
47. _________is the process of contracting with foreign firms granting them

proprietary right to use technology, copyrights, trade marks, brand names etc.
a) Franchising b) Licensing
c) Contract d) None of the above
Ans. B
48. __________arrangement is also known as cross licensing
a) Licensing b) Franchising
c) Intra corporate transfers d) Contracts
Ans. A
49. A company doing international marketing contracts with a foreign producer to manufacture or assemble the products for a sale in the foreign market is ________
a) Management contract b) Contract Manufacturing
c) Turnkey Contract d) Licensing
Ans. B
50. _________are therefore arrangement where by for a fee, one company provides personnel to perform general specialised management functions for another company.
a) Lisensing b) Franchising
c) Contract Manufacturing d) Management contract
Ans. D
51. _________is a contract under which a firm agrees to fully design, construct and equip a manufacturing or business or service facility and turn the project to the purchaser ready for operation for a remuneration.
a) Manufacturing contract b) Management contract
c)Turnkey contracts d) Joint venture
Ans. C
52. __________is part of the parent corporation and simply an extension of domestic operation.
a) Foreign Subsidiary b) Overseas branch
c) Third country location d) Assembly operation
Ans. B
53. _________is a separate company organised under a foreign nations legal code with accountability distinct from the parent company.
a) Foreign subsidiary b) Oversees branch
c) Assembly operation d) Fully owned manufacturing
Ans. A
54. _________is a peculiar form of international trade that encompasses more than an exchange of goods services or idea for money.
a) Turnkey contract b) Licensing
c) Counter Trade d) Buy back
Ans. C
55. __________of economic policy is intended to promote the integration of Indian economy with the global economy.
a) Globalisatioin b) Liberalisation
c) Privatisation d) None of the above
Ans. B
56. _________is an enterprise which allocates company resources without regards to

national frontiers, but is nationally based in terms of ownership and top management.
a) MNC b) Globalisation
c) Liberalisation d) TNC
Ans. A
57. ___________conference of 1944 suggested institutional arrangements to undertake post wear reconstruction of global economy.
a) Urugay Round Agreement b) Narasimham Committee
c) Brotton woods d) Hilton Young Commission
Ans. C
58. The GATT agreement had been signed by governments known as ______
a) Member countries b) Trade members
c) MFN d) Contracting Parties
Ans. D
59. Article XIX of the GATT provided _________
a) General prohibition of QRs
b) Emergency safeguard code
c) Schedule of Tariff Concessions
d) MFN Clause
Ans. B
60. GATT agreements as modified by the________agreement
a) WTO b) ITO
c) Uruguay Round d) Bretton wood
Ans. C
61. ______________is in fact, policeman of global trade.
a) GATT b) ITO
c) TRIMS d) WTO
Ans. D
62. ________is the Supreme Authority of the WTO
a) General Council b) Ministerial conference
c) Council for Trade in Goods d) Council for TRIPS
Ans. B
63. Council for Trade in Goods, Services and Intellectual property Rights, Council for Trade Related intellectual property Rights are the three council in General council of __________
a) WTO b) GATT
c) TRIMS d) GATS
Ans. A
64. The Secretariat of the WTO is headed by the ________
a) General Council b) Ministerial conference
c) Director General d) Council for TRIPS
Ans. C
65. _____________is a permanent institution with its own Secretariat.
a) WTO b) GATT
c) GAT d) ITO
Ans. A

66. GATT was applied on a __________
a) Permanent basis b) Provisional basis
c) Both a and b d) None of the above
` Ans. B
67. Initial registration and each renewal of registration, of a trade mark is for a term of not less than _______
a) 5 years b) 4 years
c) 6 years d) 7 years
And. D
68. The agreement of patent protection for ________
a) 20 years b) 15 years
c) 10 years d) 7 years
Ans. A
69. Plurilateral Trade Agreement was done at Ganeva in _______
a) March 1979 b) April 1979
c) January 1994 d) August 1984
Ans. B
70. NIEO means__________
a) New International Economic Order
b) New Industrial Economic Order
c) New Industrial Economic Organisation
d) New International Economic Organisation
Ans. A
71. ___________is the effect International Trade has a detrimental effect on under developed countries
a) Lop - sided development b) Deterioration
c) Demonstration effect d) None of the above
Ans. C
72. The manor attributes of international financial system are knowledge, certainty and __________
a) Flexibility b) Predictability
c) Continuity d) Structural
Ans. B

UNIT-III

73. __________established a mechanism where by their local currencies are kept equal in value to gold and to each other.
a) International money b) Floating exchange rate
c) Bretton wwod system d) International Gold standard
Ans. D
74. IMF was organised in _________
a) 1948 b) `1946
c) 1956 d) 1958
Ans. B
75. Member's Gold Subscription + Credit extended by the member through the fund to other members __________
a) Gold Tranche b) Credit Tranches
c) Gold standard Machanism d) Floating exchange rate

Ans. A
76. ____________was introduced in 1969
a) Oil Facility b) Extended facility
c) Buffer stock facility d) Trust Fund facility
Ans. C
77. _________are made by the fund out of the profits it has made by its gold rate operations
a) Oil Facility b) Gold standard Mechanism
c) Buffer stock facility d) Trust Fund Loan facility
78. If the funds holdings of a member's currency are less than 100% of the member's quota, the difference is called __________
a) Credit Tranche b) Reserve Tranche
c) Gold Tranche d) All of the above
79. In the form of pound sterling and U.S. dollars, these two currencies were known as __________
a) Reserve currencies b) Foreign exchange
c) Floating Exchange rate d) Exchange transaction
Ans. A
80. SDR was approved in __________
a) 1969 b) 1965
c) 1967 d) 1972
Ans. C
81. ___________will include interest and amortization payment, put a strain on future balance of payments
a) Credit Servicing charges b) Debit servicing charges
c) Both a and b d) None of the above
Ans. B
82. India is__________place in IMF General Quota
a) 12th b) 11th
c) 9th d) 13th
Ans. D
83. ____________are also known as International Bank for Reconstruction and Development.
a) IMF b) ADB
c) World Bank d) ECM
Ans. C
84. __________is the Supreme governing authority of World Bank.
a) The president b) The Executive Directors
c) The Board of Governors d) Members of the Board
Ans. C
85. __________becomes the Ex-officio Chairman of World Bank.
a) The Board of Governors b) The Executive Directors
c) Other members d) The President
And. D
86. ___________is responsible for the conduct of the ordinary business of the bank and its organisation

a) The Governor b) The President
c) The Executive Directors d) Other members
Ans. B
87. In the day to day administration the Board delegates its power to ____________
a) Other members b) The Board of Governors
c) The President d) The Executive Directors
Ans. D
88. ADB was setup in ________
a) 1969 b) 1967
c) 1966 d) 1968
Ans. C
89. The headquarters of ADB is _________
a) Geneva b) Manila
c) U.S.A d) Italy
Ans. B
90. The highest policy making body of the ADB is ___________
a) Board of Governors b) Board of Directors
c) President d) Other members
Ans. A
91. To take decisions of loan application in ADB by
a) Board of Governors b) Board of Directors
c) The President d) Other members
Ans. B
92. The President elected for a term___________in ADB
a) 3 Years b) 4 Years
c) 5 Years d) 6 Years
Ans. C
93. __________is also known as the European Common Market.
a) EEC b) CEC
c) SADF d) NAFTA
Ans. A
94. __________is the most successful of the integration schemes.
a) ECM b) SAARC
c) NAFTA d) CEC
Ans. A
95. ___________is the World's largest trading block
a) NAFTA b) EEC
c) SAARC d) GATT
Ans. B
96. GATT was replaced by the WTO on __________
a) 1 Jan. 2004 b) 1 Jan 1996
c) 1 Jan. 1992 d) 1 Jan. 1995 Ans. d
97. Under___________approach companies view the entire world as a single country.
a) Geocentric b) Regio centric
c) Poly centric d) Ethno centric Ans. a

98. Companies establish foreign subsidiary and empowers its executives is _________

a) Regio centric b) Geocentric
c) Poly centric d) Ethno centric Ans. c

99. _________theory suggests for maintaining favourable balance of trade in the form of import of gold for export of goods and services.
a) Gold standard b) Mercantilism
c) Non merchantilism d) Breton wood system Ans. b

100. _________is the application of knowledge which redefine the boundaries of global business.
a) Cultural factors b) Political factors
c) Social factors d) Technology Ans. d

101. _________is a form of licensing
a) Franchising b) Patent
c) Brand d) None of the above Ans. a

102. _________is the long term contracting out of non-core business processes to an outside to help achieve increased share holder value
a) Contract manufacturing b) BPO
c) Management contract d) Turnkey contract Ans. b

103. A_________is a contract under which a firm agrees to fully design, construct and equip a manufacturing/business service facility and turn the project over to the purchaser when it is ready for operation for a remuneration.
a) BPO b) Contract Manufacturing
c) Turnkey project d) Management contract Ans. c

104. First WTO Ministerial conference held in _________
a) Geneva b) Singapore
c) Manila d) Dona Ans. b

105. In WTO_________is the highest hierarchical level in the organizational structure.
a) General council b) Committee and
Management Bodies
c) Management Bodies d) Ministerial conference Ans. d

106. _________is the sale of goods abroad at a price which is lower than the selling price of the same goods at the same time in the same circumstances at home, taking account of difference in transport costs.
a) Dumping b) Tariff
c) Anti dumping d) None of the above Ans. a

107. When the production of a product is more than the demand in the home country, the stocks piled up even after sales is _________
a) Persistent Dumping b) Predatory dumping
c) Intermittent Dumping d) Anti Dumping Ans. c

108. The monopolist sells the remaining production in foreign countries at a low price continuously in _________
a) Intermittent Dumping b) Persistent Dumping
c) Predatory Dumping d) Anti dumping Ans. b

109. The monopolist sells the product in a foreign market at a low price initially with a view to drive away the competitors and increase the price after the competitors leave the market in __________
a) Predatory dumping b) Intermittent dumping
c) Persistent dumping d) Anti duping Ans. a
110. India was one of the__________Governments that become members of the WTO on the first day of the formation of the WTO
a) 56 b) 96
c) 76 d) 103 Ans. c
111. EU Council Committee is also called __________
a) Corper b) Executive body
c) Advisory committee d) Commissioners Ans. a
112. The Corper is the link between the EU and __________
a) Commissioners b) Council
c) Executive body d) Member Governments Ans. D

UNIT-IV

113. The North American Free Trade Agreement (NAFTA) came into being on __________
a) 1 Jan. 1992 b) 1 March 1996
c) 1 Jan. 1994 d) 1 March 1994 Ans. c
114. In the year 1989__________was established
a) NAFTA b) APEC
c) ESCAP d) SAARC Ans. b
115. __________is expected to eliminate all tariffs and trade barriers among the USA, Canada and Mexico.
a) SAARC b) ASEAN
c) NAFTA d) EEC Ans. d
116. OPEC means __________
a) Organisation of Petroleum Exporting Countries
b) Organisation of Pacific Economic Co-operation
c) Organisation of Pacific European Co-operation
d) Organisation of Pacific Exporting Commission Ans. a
117. The remaining balance of quota, after drawing 25% of reserve trench is called __________
a) God Trench b) Credit trench
c) Quotas d) Fund lending Ans. b
118. The short fall of the member's currency with fund over its quota is called __________
a) Gold trench b) Credit trench
c) Reserve trench d) Quotas Ans. c
119. __________are popularly known as "Paper Gold".
a) Gold trench b) Gold standard
c) Gold Exchange Standard d) Special Drawing Rights Ans. d
120. __________is popularly known as World Bank
a) IBRD b) IDA
c) ADB d) IMF Ans. a
121. IDA was established primarily to provide finance to less developed

member countries on a__________basis.
a) Credit b) Soft loan
c) Debit d) Hard loan Ans. b
122. IDA loans are known as __________
a) IDA credit b) IDA debit
c) Soft loan d) Both a and b Ans. a
123. The first conference of the UNCTAD was held in __________
a) USA b) Seattle
c) Geneva d) Mexica Ans. c
124. The product is sold at a high price in international markets and at a low price in the domestic market is called __________
a) Reverse dumping b) Persistent dumping
c) Predatory dumping d) Sporadic dumping Ans. a
125. __________is an arrangement to pay for import of goods and services with something other than cash.
a) Turkey contract b) Counter Trade
c) Dumping d) None of the above Ans. b
126. __________is goods - for - goods deal
a) Contract b) Trade
c) Counter Trade d) Purchase Ans. c
127. Privatisation may be effected in the form of __________
a) Liberalisation b) Globalisation
c) Dis-investment d) None of the above Ans. c
128. The industrial policy of the Government of India was declared by __________
a) Indira Gandhi b) Rajeev Gandhi
c) Narasimha Rao d) Jawaharlal Nehru Ans. d
129. The Industrial Policy Resolution 1956 was known as __________
a) New Industrial Policy b) Economic Policy
c) Economic Constitution of
India
d) Industrial reforms Ans. c
130. __________consisted of 17 industries and future development of the industry, it is to be excluded responsibility of the state
a) Schedule B b) Schedule A
c) Schedule D d) Schedule C Ans. b
131. The organization is said to be when some sudden and unpredictable changes take place is called __________
a) Changing environment b) Stable environment
c) Natural environment d) Turbulent environment Ans. d
132. In an organisation, changes occur slowly but threat occurs in cluster is called __________
a) Placid - clustered environment
b) Placid - rando-mixed environment
c) Disturbed - reactive environment
d) Turbulent field environment Ans. a

133. __________is a device used to establish a set of priorities for using the organization's scarce resources
a) Buffering b) Rationing
c) Smoothing d) Coalescing Ans. b
134. __________is the process of convincing the various powerful elements of the environment to act in the favour of the organisations.
a) Coalescing b) Co-optation
c) Lobbying d) None of the above Ans. c
135. __________is an open forum of government
a) Two party system b) Single party system
c) Dominated one party system d) Parliamentary system Ans. d
136. __________is an unintended channel of distribution that runs parallel to the planned channel.
a) Gray market b) Black market
c) Bribery d) Counterfeiting Ans. a
137. Culture is __________
a) Subjective b) Prescriptive
c) Cumulative d) All of the above Ans. d
138. _________is a series of bilateral agreement between America, Canada and Mexico
a) SAARC b) APEC
c) NAFTA d) ASEAN Ans. c
139. _______agreement as modified by the Bretton wood agreement.
a) WTO b) ITO
c) GAAT d) TRIMS Ans: c
140. __________means replacement of existing non-tariff restriction on trade such as import quotas.
a) Tariffication b) Tariff binding
c) Tariff cuts d) Reduction in subsidies Ans. a
141. The import aspects of the UR agreement on agriculture include Tariffication, Tariff binding, Tariff cuts and __________
a) Tariff b) Tariff rates
c) Reduction in subsidies and d) None of the above Ans. c
domestic support
142. The combined package of trade rules and Tariff concessions became known as the __________
a) WTO b) GATT
c) NAFTA d) SAARC Ans. b
143. __________may be defined as "information with a commercial value".
a) GATT b) TRIPS
c) WTO d) IPRS Ans. d
144. Creators can be given the right to prevent others from using their inventions, designs or other creations is known as __________
a) TRIMS b) TRIPS
c) IPRS d) GAAT Ans. c
145. __________was a set of rules and multilateral agreement

a) TRIPS b) TRIMS
c) GAAT d) WTO Ans. c
146. In TRIPS, a patent would be applicable for __________
a) 10 Years b) 20 years
c) 25 years d) 30 years Ans. b
147. GATS covers which of the following?
a) Cross-border equity b) Consumption abroad
c) Commercial presence d) All the above Ans. d
148. WTO Anti-dumping agreement doesn't have __________
a) rules for calculating the amount of dumping
b) procedures for conducting anti-dumping investigations
c) rules for setting disputes related to restrictive quota practices
d) standards for dispute settlement panels to apply in anti-dumping disputes
Ans. c
149. The time limit specified by the Agreement on import licensing for the agencies to deal with the procedure.
a) 15 days b) 30 days
c) 60 days d) 90 days Ans. b
150. The rules and commitment of Agreement on Agriculture apply to __________
a) Market access b) Domestic support
c) Export subsidies and other programs
d) All the above Ans. d
151. __________duties can be imposed of a product is dumped in the importing country at less than its normal value provided it causes material injury to the domestic industry.
a) Tariff b) Anti-dumping
c) Countervailing d) Reduction in subsidies Ans. b
152. __________are maximum tariffs imposed by the member countries of WTO.
a) Rates b) Subsidies
c) Quotas d) Bound rates Ans. d
153. The fundamental principles of GATT was
a) Most Favoured Nation b) National Treatment
c) Both a and b d) None of the above Ans. b
154. Anti-dumping and countervailing duties are imposed under __________
a) Customs Tariff Act 1975 b) TRIMS
c) TRIPS d) Regional Trade Agreement Ans. a
155. Bhutan has Bilateral Trade Agreement with __________
a) Sri Lanka b) Pakistan
c) Russia d) India Ans. d
156. FMCG means
a) Fast Moving Consumer Goods
b) Foreign Measures on Consumer Goods

c) Freely Moving Consumer Goods
d) Free Measures on Consumer Goods Ans. a
157. Copyright means the exclusive right to do or authorize others to do certain acts in relation to __________
a) Literary, dramatic, musical or artistic work
b) Cinematography
c) Sound recordings d) All the above Ans. d
158. Which one of the following is the function of trade mark
a) Identifies the product and its origin
b) Guaranteed its unchanged quality
c) Advertises the product
d) All the above Ans. d
159. __________is the art and other manifestations of human customs, civilization and the way of life a particular society or group.
a) Culture b) Trends
c) Business d) Marketing Ans. A

UNIT-V

160. The cultural habit of firm hand-shake is associated with the culture of __________
a) US b) Middle East
c) Arab countries d) Japan Ans. a
161. The Highest Hofstadter Dimension for a culture is __________
a) LTO b) PDI
c) UAI d) IDV Ans. b
162. A separate Bilateral NAFTA on market access for agricultural products with Canada and __________
a) America b) Britain
c) Mexico d) Japan Ans. c
163. The SAARC countries comprise __________
a) Indonesia, Malaysia, Philippines, Singapore, Thailand, Bhutan, Nepal
b) Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka
c) Sri Lanka, Bhutan, Nepal, China, India, Bangladesh, Indonesia
d) Bangladesh, Bhutan, China, Nepal, Pakistan, India, Sri Lanka Ans. b
164. __________provides a platform for the peoples of South Asia to work together in a spirit of friendship trust and undertaking.
a) OECS b) ASEAN
c) SAARC d) NAFTA Ans. c
165. ASEAN established on 8 August 1967 in __________
a) Katmandu b) Singapore
c) Bangkok d) Nepal Ans. c
166. ASEAN was established by the five original member countries are __________
a) Indonesia, Malaysia, Philippines, Singapore and Thailand
b) India, Malaysia, Bhutan, Singapore, Thailand

c) India, Sri Lanka, Malaysia, Philippines, Thailand
d) India, Sri Lanka, Singapore, Thailand, Malaysia Ans. a
167. The exchange rate system under the IMF came to be known as
____
a) Gold standard b) Floating rate
c) SDRS d) Breton Wood System Ans. d
168. __________were created as a reserve asset by the IMF
a) Floating rate b) SDR
c) Credit trench d) God standard Ans. b
169. The__________of a country refers to the systematic record of all receipts and payments between residents of the country and nonresidents over a period of time.
a) Pegging b) Extended Fund Facility
c) BOP d) Structural Adjustment
Facility
Ans. c
170. Holding__________gives the bearer the option to acquire foreign exchange from the monetary authorities of another member of the IMF
a) SDR b) Gold standard
c) Credit trench d) All of the above Ans. a
171. Which of the following is a form of contractual agreement __________
a) Franchising b) Licensing
c) Joint venture d) Both a and b Ans. d
172. Build, operate and transfer is the basic principle of __________
a) Strategic alliance b) Turnkey projects
c) Contract Manufacturing d) Management Contract Ans. b
173. Which of the following is not a joint venture?
a) Licensing b) Franchising
c) Strategic alliance d) Contract Manufacturing Ans. c
174. __________allows a company to conduct business in another country whose laws discourage foreign ownership
a) Contract Manufacturing b) Licensing
c) Franchising d) Joint venture Ans. b
175. Which country is known for group harmony and collectivism?
a) USA b) France
c) Germany d) Japan Ans. d
176. Globalization is based on the theory of
a) Mixed economy b) Capitalism
c) Free trade and comparative
advantage
d) Import Substitution Ans. c
177. The process of globalization of the economy refers to __________
a) Removal of restrictions on foreign trade and foreign investment
b) Economic growth
c) Foreign investment in flow
d) Employment generation Ans. a

178. The member countries of WTO have moved to "Product Patent Regime" under __________
a) TRIMS b) TRIPS
c) GATTS d) SAPTA Ans. b
179. Contract Manufacturing is a form of __________
a) Acquisition b) Franchising
c) Licensing d) Joint venture Ans. d
180. GATS operates on__________levels
a) 2 b) 6
c) 7 d) 3 Ans. d
181. __________is the first ever set of multilateral, legally enforceable rules covering international trade in services.
a) GATS b) TRIPS
c) TRIMS d) WTO Ans. a
182. __________means treating one's trading equally
a) GATS b) WTO
c) MFN d) TRIPS Ans. c
183. MFA was replaced on 1 Jan. 1995 by __________
a) AOA b) ATC
c) GATS d) TRIMS Ans. b
184. Removal of QRS means __________
a) Duty free imports b) An item can be imported without import license or quotas
c) All imports are free of tariffs d) None of the above Ans. b
185. India has Bilateral Trade Agreement with __________
a) Sri Lanka b) Pakistan
c) Nepal d) Bhutan Ans. d
186. __________transfers are selling of products by a company to its affiliated company in host country.
a) Indirect export b) Direct exporting
c) Intra-corporate d) All the above Ans. c
187. __________is the long term contracting out of non-core business processes to an outside provider to help achieve increased shareholder value.
a) BPO b) Turnkey project
c) Contract Manufacturing d) Management Contract Ans. a
188. WTO members abolished quotas on trade in __________
a) Agriculture b) Textiles and clothing
c) Tropical products d) Natural Resources based products
Ans. b
189. ____________operates as a co-operative, multi-lateral, economic and trade forum.
a) ASEAN b) APEC
c) SAARC c) ESCAP Ans:b
190. ________is the fastest growing trading bloc in the world.
a) MERCOSUR b) NAFTA
c) EEC d) ESCAP Ans:a
191. Marketing forces to determine the exchange rate of currencies under

______.
a) Gold Standard b) Bretton wood system
c) Floating rate system d) Credit Tranche Ans:c
192. ________is called the soft loan window of the IBRD.
a) IFC b) IDA
c) UNCTAD d) IMF Ans:b
193. ______is a joint venture of IBRD and IFC.
a) UNCTAD b) IDA
c) IMF d) MIGA Ans:d
194. ______promotes the development friendly integration of developing countries into the world economy.
a) UNCTAD b) IBRD
c) IMF d) IDA Ans:a
195. ______provides long term loans at a very low rate of interest to the less developed countries.
a) IFC b) IDA
b) IBRD d) MIGA Ans:b

INTERNATIONAL BUSINESS & EXPORT MANAGEMENT

K2 QUESTIONS

UNIT-I

1. What is meant by International Business?
2. List out the features of International Business.
3. Define Internationalizing business.
4. Bring out the advantages of Internationalization.
5. Give some disadvantages of Internationalization.
6. Give the meaning for business globalization.
7. List out the factors causing globalization of business.
8. What are the physical and societal factors?
9. Give some competitive factors.
10. What is the Global Business Environment?

UNIT-II

11. State the elements of social and culture.
12. List out the three types of political risk.
13. What are the political risks that are involved?
14. Give some Economic environment.
15. What are the implications of country attractiveness?
16. What are the benefits of country attractiveness?
17. What is meant by competitive risk?
18. State the term operational risk.
19. Give the meaning of political risk.
20. What is meant by economic risk.

UNIT-III

21. List out the purpose of GATT.
22. What is meant by world trade organization
23. Give the main name of international trade
24. What is dealt in article VIII status of the WTO

25. What is article IX of decision making.
26. What is meant by trade policy?
27. What are the export controls
28. What is meant by term customs
29. State the term international trade
30. What is meant by regional trade blocks

UNIT-IV

31. List out the four major regional trade blocks
32. Explain RTBs across the globe
33. Give some points relating to MERCOSUR.
34. Who are the member states of ASEAN?
35. Give one important goals of EU.
36. What are the functions of trade policy?
37. What are the important roles played by the WTO in the principle of trade?
38. List out the fundamental principles of trading.
39. What are the advantages of Regional trade blocks?
40. Give any three disadvantage of regional trade blocks.

UNIT-V

41. Define Globalization
42. What is marketing strategy?
43. What is meant by product development?
44. What is political risk?
45. Name some sources of funds.What are the forms of security
46. What is franchising?
47. What are strategic orientations?
48. Define Negotiation.
49. What are the steps in process of Negotiation?
50. What is FDI?

DEPARTMENT OF BUSINESS ADMINSTRATION

16UBM516-INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT

SECTION-B

UNIT-I

1. What is the structure of international business environment?
2. What are the different organizational structures for IB ?
3. Discuss the various factors that influence foreign investment decisions.
4. State the various distinguishing features of Transaction Cost Approach of FDI.
5. Explain these rations bringing out their meaning and significance..
6. Examine these factors with their importance in Multinational Corporation,
7. What are the main characteristics of a global firm?
8. Discuss the major barriers in overcoming organizational biases. Identify three types of attitudes in the choice of organizational structure.
9. Discuss any one innovative production technique used in international firms to face intense competition.
10. Explain the following:
    How to use the Source-Market Matrix in production management.

UNIT-II

11. Needs and types of interventions in International business.
12. What are basic differences between domestic and international business?
13. . Critically examine the above statement in today's context.
14. Explain Localisation of global strategy
15. Technology contracting (licensing) as an alternative to FDI or ownership strategy.
16. Explain the role of “Power Distance" in understanding Hofsted's work on cross-cultural prospective. How does this help in managing international environment?
17. Discuss the relationship between an MNE and its subsidiaries in the context of the "make or buy" decision. What are the implications so far as the organization structure/design is concerned?
18. Explain the role of bargaining power" in managing negotiations in international business.
    Briefly discuss the direct and indirect impacts of FDI on LDCs.

19. What are the dimensions of international business?

20. Discuss the factors that have led to the globalization of business.

Factors on which ownership strategy depends in the context of international business.

UNIT-III

21. What are the different mechanisms adopted for coordinating subsidiaries by different MNEs? What is the need for flexibility?
22. Explain the different approaches to control in multi-national enterprises
23. What can developing host country learn from the MNCs in this respect?
24. What factors influence hybrid/mixed strategies involving partial rationalisation of production and marketing facilities and partial local manufacturing?
25. Briefly explain the stages in cross-cultural negotiation process.
26. Explain : Dynamics of regional trade groupings
27. Explain MNEs and New International Economic Order
28. Explain WTO and the promotion and regulation of world trade
29. Examine the two models in the light of contemporary global trade situation.
30. Discuss the determinants of international investment decisions.

UNIT-IV

31. What different strategies could a firm follow in this respect?

32. What key questions in relation to control arise in international the control process?

34.Explain what can India learn from such cultures and practices?

35 What factors influence the decision regarding location of production facilities? What complexities and trade-offs might be involved?

36. What is meant by "globalisation of business" What implications it has for problems if any, created by glabalisation of business?

37. Explain the theory of "Comparative cost advantage" How do firms in two different countries benefit from international trade in terms of this theory? Explain with examples.

39. What kind of strategy issues might arise in international between multinational parent company and subsidiaries? What development path's a subsidiary could adopt vis-à-vis if parent company?

40. What are the issues that need to be considered decision. What are the risks investment decision. What are the risks associated with these decisions and how can a company minimize these?

UNIT-V

41. MNCs are supposed to build considerable market power. How does it influence that host country? Elaborate your answer with examples.

42.What are three sources of competitive advantage available to international businesses that are not available to domestic firm?

43.Why is organizational structure important What form of organizational structure is best suited to a custom made product produced in a stable environment and a mass product produced in an unstable??

44. Foreign direct investment helps in accelerating the rate of economic growth of host country Discuss and also explain the limitations of foreign direct investment?

45.What is difference between stock market average and stock market index?

46. What are some merits and demerits of globalization?

47. What are the political factors for mnc taken in to consider while start there business in new country?

48.What are the challangesof international business?

49. Explain the role of Trade Development Authority

50. Explain the assistance of Export financing institution

DEPARTMENT OF BUSINESS ADMINSTRATION

16UBM516-INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT

SECTION-C

UNIT-I

1. Detail any five sources and types of export credit. Illustrate to which sector they are useful.

2 Write a note on India's current status of Foreign Trade.

3. Bring out the recent import controls.

4Explain the significance of product planning for a export market as compared to domestic market.

5 Explain the meaning and importance of international business?

UNIT-II

6.What is NAFTA? What are its objectives?

7.Write a short note on UN code of conduct of MNC's.

8.What is WTO and state its features and development?

9.Explain the benefits of MNC's.

10.State the objectives of UNCTAD.

UNIT-III

11.What are the major facts which need consideration while selecting a country for establishment of joint ventures?

12.Explain anti-dumping duties and how it is differ from countervailing duties.

13.Define international business? State its concept and classifications.

14.Describe the strength and regulations of MNC's.

15.State the functions of international institutions.

UNIT-IV

16..Discuss the role of commercial arbitration in settlement of disputes in international business.

17.Discuss the impact of international business on the economic development of a country.

18. Explain in brief the various reasons for International Business.

19. What is Globalisation ? Briefly explain the globalisation of production, markets, technology and investment

20.What is meant by Technology? What is its influence on business.

UNIT-V

21. What are the functions of WTO?

22.What is international business environment?

23. What are the different dimensions of economic environment?

24. What are the steps taken by government to improve FDI.

25. . Explain the procedures and conditions involved in opening a letter of credit meant for financing imports into India

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