

INTERNATIONAL BUSINESS MANAGEMENT



Brand: Mehta Solutions

Product Code: case978

Weight: 0.00kg

Price: Rs500

Short Description

INTERNATIONAL BUSINESS MANAGEMENT case study

Description

Multiple choices:

Q1. What is the series consideration for strategy implementation?

Strategic orientation

Location

Dimensions

Both (a) & (b)

Q2. The major activity in global marketing is:

Pricing policies

Product lines

Market assessment

All of the above

Q3. The third „P? in the international marketing mix is:

Product

Price

Promotion

Place

Q4. The European Economic Community was established in_____

1958

1975

1967

1957

Q5. Environment Protection Act on_____

1986

1967

1990

None of the above

Q6. People?s attitude toward time depend on:

Language

Relationship

Culture

All of the above

Q7. Culture necessitates adaption of :

Product

Price

Promotion

Place

Q8. The legal term for brand is:

Symbol

Name

Trade mark

All of the above

Q9. FDI flows are often a reflection of rivalry among firms in_____

Global market

Indian market

International market

None of the above

Q10. ISO certification is:

Expensive process

Elaborate process

Evaluative Process

Both (a) & (b)

Part Two:

What do understand by „Inward-oriented Policies??

What is „Factor Endowments Theory??

Explain the term „Totalitarianism?.

Write about „Persistent Dumping?.

Case let 1

Questions:

Is gross domestic product per capita a useful indicator of International competitiveness in the EU?

Is it fair to point the blame for the EU's poor international competitiveness at inflexible labor markets, regulated goods and services markets, and a general lack of competition? What alternative explanations might be suggested?

Case let 2

What are some current issues Facing Peru? What is the climate for doing business in Peru today?

Would the bank be better off negotiating the loan in New York or in Lima? Why?

Imagine that you are the director of a major international lending institution supported by funds from member countries. What one area in newly industrialized and developing economics would be your priority for receiving development aid? Do you suspect that any member country will be politically opposed to aid in this area? Why or Why not?

The principle problem in analysing different forms of export financing is the distribution of risks between the exporter and the importer. Analyse the following

export financing instruments in this respect:

(a) Letter of Credit

(b) Cash in advance

(c) Draft

(d) Consignment

(e) Open Account

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers