

SUB CODE : 16MBEBB3

SUB NAME : GLOBAL

BUSINESS

MANAGEMENT

UNIT-1.

1. Define International Business:-

According to Daniels and Radebaugh,
"International Business is defined as all business transactions that involve two or more countries".

2. Define Cultural Environment:-

Cultural Environments shape the way that every person develops, influencing ideologies and personalities.

3. What is meant by Domestic Business:-

Domestic business pertains to a limited territory. Though the firm has many business establishments in different locations all the trading activities are inside a single boundary.

4. What is Political Environment:-

Political Environment includes all laws that influence or restrict individuals or organizations in the society.

5. Types of International Business:-

* Exporting

* Licensing

* Franchising

* Foreign Direct Investment (FDI).

UNIT-2.

1. What is Import?

Imports are foreign goods and services bought by citizens, business and the government of another country. Even tourism products and services are imports.

2. What is Export promotion?

Export promotion has been defined as "those public policy measures which actually or potentially enhance exporting activity at the company, industry or national level."

3. What are the problems in export trade?

Geography and transportation.

Payment methods.

Language barriers...

4. What is Star export house?

Star export house is an Indian exporter who has excelled in international trade.

5. What is Super Star Trading house:-

Houses have been accorded special status with a view to building marketing infrastructure.

UNIT-3.

1. Define GATT:-

According to this principle, countries should grant one another treatment as favorable as treatment given to their best trading partners or any other country.

2. What is meant by GATT's:-

GATT is a multilateral trade agreement with over 100 countries, and it has been labeled the "engine" that powers international commerce.

3. Define UR:-

The Uruguay Round (UR) was the 8th round of Multilateral Trade Negotiations (MTN) conducted within the framework of the General Agreement on Trade and Tariffs and Trade (GATT). Spanning from 1986-1994 and embracing 110 countries as "Contracting Parties".

4. Define WTO:-

According to "International Organisation designed by its founders to supervise and liberalize international trade". It is WTO's defined as Organisation officially commenced on January 1, 1995 under the Marrakesh Agreement.

Q. What is dispute settlement under WTO:

Dispute Settlement is the central pillar of the multilateral trading system and the WTO's unique contribution to the stability of the global economy.

UNIT-4.

1. Write - short note on MNC's?

MNC's - Multinational Corporation are companies that manufacture and market the products or services in ~~several~~ several countries.

2. Write any five MNC in India:-

* Asian paints.

* Bharat Forge.

* TCS

* Infosys.

* Tata Motors.

3. Define International Trade:

International trade is the exchange of capital, goods and services across international borders or territories because there is a

needs or wants of goods and services.

4. Write a role of MNC's:

ROLE OF MNC'S IN INTERNATIONAL TRADE.

Capital	→	Technology.
Skill	→	Exports
Level of Integration	→	Welfare of the citizens
Investing in local labor	→	Developing a country through FDI
Political Improvement	→	FDI through MNCs is Far Easier.

5. write any two benefits of Indian MNC's:

* Efficient use of factors of production :-

Factors of production are employed more fully

* Greater choice and higher Income :- There is greater choice and higher income.

UNIT-5.

1. Define Globalization:

According to NHTS Charles Hill Globalization is the shift towards a more integrated and interdependent world economy.

2. Define privatization:

The transfer of ownership, property or business from the government to the private sector is termed privatization.

3. What is policy option?

The initiation of recent policy options for India's foreign trade and the attempts to forge closer and deeper economic integration with its far and near neighbourhood represented an important development.

4. What is meant by liberalization:

Liberalization is a process where by a state lifts restrictions on some private individual activities economic liberalization is the reduction of state involvement in the economy.

5. Define Globalization of Investment ::

Globalization of Investment refers to Investment of capital by a global company "in any part of the world".