

BACHELOR EXAM QUESTIONS 2020/2021

major: INTERNATIONAL BUSINESS MANAGEMENT

- 1. The globalisation of the world economy - definition, causes and effects.**
- 2. Basic motives for companies internationalisation.**
- 3. Sources of information about foreign markets.**
- 4. PESTEL analysis.**
- 5. Types of foreign market entry modes.**
- 6. Foreign market entry modes - export modes: advantages and disadvantages.**
- 7. Foreign market entry modes - contractual modes: advantages and disadvantages.**
- 8. Foreign market entry modes - investment modes: advantages and disadvantages.**
- 9. Main determinants of choosing foreign market entry strategies.**
- 10. International business plan.**
- 11. Cultural determinants of business negotiations.**
- 12. Cultural determinants of marketing.**
- 13. Communication in international business: importance and main barriers.**
- 14. International business negotiations: definition, styles and techniques.**
- 15. Types of marketing research on foreign markets.**
- 16. International marketing strategy.**
- 17. Global marketing strategy.**
- 18. International business etiquette.**
- 19. Human resources management in international companies.**
- 20. Main methods of payment in international trade and their characteristics.**
- 21. Doing business in Europe on the example of a particular country.**
- 22. Doing business in Asia on the example of a particular country.**
- 23. E-business in international trade.**
- 24. Main ethical issues in international business.**
- 25. Corporate Social Responsibility in international companies.**