

MASTER EXAM QUESTIONS 2020/2021

major: INTERNATIONAL BUSINESS MANAGEMENT

1. The globalisation of the world economy and its impact on international business.
2. The role of regional integration in international business.
3. The role of international organisations in the world economy.
4. The role of transnational corporations in the world economy.
5. Companies internationalisation: definition, motives, types, strategies.
6. Sources of information about foreign markets and prospective partners.
7. Foreign markets analysis methods.
8. Foreign market entry modes: types, advantages and disadvantages.
9. Determinants of choosing foreign market entry strategies.
10. Cultural determinants of international business: nature of culture, cultural dimensions, the impact of culture on business.
11. International business negotiations: definition, styles, techniques, cultural determinants.
12. Contracts in international trade: types of contract, main clauses.
13. Marketing research on foreign markets.
14. International vs. global marketing strategy.
15. Trade terms: Incoterms 2010, Combiterms, RAFDT.
16. Methods of payment in international trade and their characteristics.
17. International trade documentation: transaction documents, transport documents, insurance, banking and payment documents, special documents.
18. Transport in international business.
19. Risk in international business and methods of risk mitigation.
20. Claims in international trade: types of complaints and complaints procedures.
21. Disputes in international trade and methods of disputes resolution (ADR methods): arbitration, mediation, conciliation and facilitation.
22. Managing international teams: problems and solutions.
23. Role of the Internet in international business.
24. Ethical issues in international business.
25. Corporate Social Responsibility in international companies: definition and CSR activities.