**Əkbərli Rüstəm\_Beynəlxalq biznes**

1. Explain European Union from economic integration side and impacts of monetary union on International Business
2. Explain Mercantilist theory and its effect on International Business in comparison with classic theory
3. If neighbor countries - Niger, Mali and Mauritania officials come together in Bamako and agree on removing of trade barriers one another and establish same level of tariff with non-member countries. What type of economic integration would it be? Explain possible advantages and disadvantages of integrated market in general?
4. Society where employees can directly and explicitly talk to supervisor and discuss their concerns and personal relationship, including quality of life play vital role in this negotiation. Find most relevant Hofstede’s dimensions to the case and explain how these dimensions affect business environment.
5. What proactive and reactive reasons encourage companies to internationalize? (give an example)
6. Explain political Risk at International Business and its impact on performance of Companies?
7. Explain right and false sides of following statement: David Ricardo advocated that, nation should produce many commodities regardless its efficiency in order to reduce dependence on other countries. He also supported necessity of government intervention to promote export and reduce import in order to increase country activity in international business
8. International Economic and Financial Organizations, and functions of International Monetary Fund and World Bank
9. Explain role of Participants in International Business
10. Benefits of IB for consumer and possible advantages and disadvantages for government?
11. Explain effect of import restriction in International Trade and International Business
12. What type of economic integrations NAFTA is? Explain positive and negative sides of NAFTA for member countries?
13. Explain positive and negative impact of high inward investment for a country
14. Explain right and false sides of following statement: Quota has similar restriction effect on trade with tariff. Like tariff, quota brings revenue to government and push exporter to reduce prices in order to penetrate or compete in imported country.
15. Explain right and false sides of following statement: After Global Financial Crisis in 2008, some countries started to reconsider mercantilist ideas in order to increase activity of domestic industries. According to mercantilism, government intervention is not important to restrict import and promote export. Mercantilist theory describe international trade as a positive sum game and all countries can improve their economies by applying to mercantilist ideas.
16. How McDonald’s responded to the advice often given transnational companies to “think globally and act locally” in India?
17. Explain World Trade Organization, its functions and two main principles
18. Explain Voluntary Export Restrain, import limits of Japanese cars and how Japanese car companies dealt with the business obstacles in US?
19. How companies can deal with political risk and create positive relations with government and local consumers?
20. Stages of Economic Integrations and how it affects International Business Environment
21. Emerging markets and its general barriers and opportunities to business in these countries
22. Explain advantages and disadvantages of Multinational Companies for the host country
23. What are the economic costs and benefits to Martin’s Textiles of shifting production to Mexico?
24. Explain type of political risk that Google faced in China and justify company strategy
25. Explain type of risk that Tonia Motorbikes faced in China? What should Kenichi do about this problem?
26. General Electric is American company operates on developing and selling power generator, machinery, engines and industrial applicants. Company does not have strong competitors in global market which allow GE to sell its product with higher prices. However, GE should consider different market conditions and requirements for selling its aforementioned products category at international level. Head of Strategic Planning Department Robert Jason comes to your consulting office and ask for advice. Explain which strategy you will advise to GE by giving logical reasons in comparison with other strategies and effect of this strategy to the company

# Explain competitive Business strategies (give examples for full mark)

1. What factors push companies to adopt products into local conditions? Explain with examples
2. SFN Company was founded in 1976 and specialized in production of shoes in Bolivia. Since its establishment SFN has been increasing its position in local market by serving to medium income level people. Managers consider that, it is right time to expand market and increase market share in international business. After checking some resources, they all agree on expanding to Argentina due to large population and growing number of middle-income level people, medium level of competition in this segment and stable trade policy. However, SFN company has limited resources, business knowledge and experience about internationalization. Which type of entry mode you consider will be beneficial for SFN Company in comparison with other market entry modes? Arguments have to be supported by logical reasons.
3. Explain franchising agreement and its advantages and disadvantages for both sides (give examples for full mark)
4. Why do you think Wal-Mart failed in South Korea and Germany? What are the differences between these countries and Mexico, China?
5. Due to high competition in local and international market, Company JNC is trying to achieve low cost production by achieving experience curve and to differentiate its products. However, after comprehensive market research, managers from JNC Company found that their products meet global needs. Which international business strategy you will apply as business development manager in your internationalization process in comparison with other strategies and effect of this strategy to the company?
6. Explain time of entry and advantages and disadvantages of being first movers and late movers (give examples for full mark):
7. You are working as business development manager at Beker Company that is dealing with production of biscuits in Germany. After deep and comprehensive research, you find that, Indonesia is potential market for your products with low competition and offers high market growth. Due to high tariff barriers and import control by Indonesian government, you focus on FDI investment to enter the market instead of exporting from Germany to Indonesia. Beker board of directors is willing to use Indonesia as stepping stone to enter this region and increase its market share in this territory by keeping tight control on its operation and avoiding any cultural conflict in organization. Which type of entry mode you consider will be beneficial for Beker company in comparison with other market entry modes? Arguments have to be supported by logical reasons.
8. Explain importance of effective distribution and promotion strategies in international business
9. Caterpillar is American corporation focuses on developing and selling machinery and engines for construction and mining field. Company has been facing strong competition from Komatsu and Hitachi in global arena. This competitive pressure forces Caterpillar to reconsider its cost strategy. In addition, different regulation and construction practices require Caterpillar to concentrate on different needs. Head of Strategic Planning Department Tomas Andrew comes to your consulting office and ask for advice. Explain which strategy you will advise Caterpillar by giving logical reasons in comparison with other strategies and effect of this strategy to the company.
10. Explain licensing agreement and its advantages and disadvantages (give an example for full mark)
11. Explain how to set up prices, price tactics and strategies in international business
12. You are working as business development manager at Santerre Group that is dealing with production of canned foods in Italy. After deep and comprehensive research, you find that, Brazil is potential market for your products with low competition and offers high market growth. Due to high tariff barriers and import control by Brazilian government, you focus on FDI investment to enter the market instead of exporting from Italy to Brazil. You are also aware that, the highest level of investing commitment can be risky for long run due to future uncertainty. To start the operation in the Brazil as soon as possible by having strong control over its operation is main priority for Santerre Group . Explain which market entry mode will be the best choice for you and reasons in comparison with other modes.
13. Explain Turnkey Project and highlight its advantages for company and government?
14. XEROX Company finds itself in powerful position after invention of photocopies. Xerox’s invention has been strongly protected by patents for many years. Company managers are well aware that, they don’t have serious competitors in global market which eliminates cost concern and products serve universal needs. You are consultant at CFN consulting group located in New York. Managers from Xerox ask you to show them right strategy in internationalization process. Explain which strategy you will advise Xerox by giving logical reasons in comparison with other strategies and effect of this strategy to the company.
15. What is FDI? Explain its types and advantages and disadvantages:
16. Explain international pricing strategies and challenges for market pricing?
17. Explain values chains and its importance in international business
18. Board of Directors at FSR Company located in London is working on developing new business strategy to enter Indian market and gain strong position there. Business of FSR Company is based on selling of special type of cleaning products, including powder detergent, liquid detergents, soaps and other hygienic products. After meeting with consultant, you are informed that, you can sell your products with high quality and competitive price in that market due to being first mover. By making small adaptations on products and keeping price competitive you will be able to place your product in that market. However, you are assigned to develop distribution and promotion strategy within country. Consider that, India has poor infrastructure in terms of electricity, having TV or radio sets at home and there are not major retailers in the country. What type of promotion (communication) and distribution strategy will you apply and effect of this strategy to the company?
19. Internatianlization strategies of Carrefour and company expansion and challenges in Russia.
20. Menfos Company started its operation in 1976 and specialized production of clothes in Azerbaijan. Menfos has been increasing its position in local clothes market by serving to low income level people since its establishment. According to managers’ evaluation, Romania shares similar buying behavior of clothes with Azerbaijan and it would beneficial to expand market and increase market share in international business. After checking government trade policy and consulting with local advisors Menfos found stable trade policy of Romanian government. However, Menfos Company does not want to take high risk and commit significant investment. Which type of entry mode you consider will be beneficial for Menfos Company? Arguments have to be supported by logical reasons in comparison with other modes.
21. Evaluate the approach Frito-Lay used as it entered the Chinese market. Which strategy they applied to become successful in overseas market? Explain your answer.
22. Explain importance of timing of entry? Advantage and disadvantage of late movers in foreign market.
23. Explain legal system and cultural dimension which were developed by Hofstede in international business
24. Do you think that the values and practices that Wal-Mart founder Sam Walton articulated recognized the claims that employees, as stakeholders, have on the firm?
25. What factors should be considered to choose right person for expatriation?
26. How bargain power of suppliers and bargain power of buyer shape competitive strategy of companies? What are other forces?
27. What factors (not forces) are playing important role to change companies strategic planning according to M.E. Porter?
28. What has allowed IKEA to be successful with a relatively standardized product and product line in a business with strong cultural influence?
29. Explain organization architecture and its necessity in operation of firm
30. Differences between early stage of internalization and advance stage in internationalization in recruiting process
31. What were the biggest disadvantages and challenges that Carrefour faced during the expansion process in Russia?
32. Advantages and disadvantages of choosing expat and local managers?
33. Cultural adjustment and challenges and benefits of expatriation for employee
34. Which type of pressure companies face at international level and factors create the pressure
35. How firm implement organizational changes and evaluate vital role of organization structure
36. Increasing role of Azerbaijan in International Business
37. Which factors are played important role to improve internationalizations of service industry?
38. Explain Uppsala model of internationalization and show an example of any company expansion strategy within the model
39. Explain factors affecting decisions about the structure of international organizations
40. Explain Vertical Differentiation in organization structure and its necessity for the company operation
41. Explain Horizontal Differentiation in organization structure and its necessity for the company operations
42. Explain raising problem of team management McKay,Sanderson, and Smith Associates with working Shipping company?
43. Explain Porter five forces that shape strategies of companies.
44. Explain internationalization of service industry and market entry modes.
45. Explain powerful forces are transforming service markets
46. Explain when organization change is needed and how Can Firms Implement Organizational Change?
47. Explain direct and indirect distribution channel in international business
48. Explain promotion activities of companies in international business and how promotion strategies changes from country to country