**CHAPTER 11 MANAGING IN GLOBAL ARENA**

***Brief Answer Questions***

1. **State four positive effects of globalization.**
2. **Mention the fundamentals of international management.**
3. **What is digital dimensioning?**

***Descriptive Answer Questions***

1. **What is globalization? Explain its advantages and disadvantages.**
2. **Define multinational company. Explain the effects of it.**
3. **What do you mean by digital dimensioning? How it is applied in international management.**