

Exam International Business Strategy

Januari 2019

MC 1: very high interdependence, very high control and very high performance ambiguity are most strongly present in:

- A: Global Strategy
- B: Transnational Strategy**
- C: Localization Strategy
- D: International Strategy

(B)

MC 2: which one is not a good consequence of European free trade agreement for international trade

- A. France switches from USA producers who produce at Lower cost to high cost producers in poland
- B. Frans switches from high cost domestic producers to low cost producers from poland
- C. France replaces high cost UK producers for low cost poland producers

(A)

MC 3: which statement is true

- A. There is a connection between culture and national competitive advantage

MC 4: Which factors, being high, don't benefit to the concentration of production?

- A. Value-to-weight
- B. Trade barriers
- C. Fixed costs
- D. Minimum efficient scale

Open Question:

Q; How does the Business Environment influence a firm's internationalization strategy? How does (global) market integration influence this? Why do not all

A: I think we had to explain the pressures for cost reduction vs pressures for local responsiveness. Tying in that increased market integration increases cost pressures as the market becomes more competitive. Also, big differences within industry can lead to different strategies. (see paint example in slides)

Business case about the international expansion of Walmart:

- 1) why is internationalization a key aspect in strategy? What do they expect from internationalizing?
- 2) describe every entry mode used in the case and give advantages and disadvantages in context (joint venture, acquisition, greenfield strategy/, wholly owned subsidiary)
- 3) why did they use a strategy that enters the different locations step by step instead of everywhere at once, advantages/disadvantages?