

Exam International business strategy 2017

Part 1 (5 Multiple choice questions + explain them) 10 points:

- Buy or make strategy
- Political and economic reasons of government intervention
- Problem of international divisional structure
- the EU is not a perfect economic Union
- ...

Part 2 (3 open questions) 20 points

- Culture and the workplace (5 dimensions of Hofstede): compare the US with Chile (The dimensions were given on the exam)
- Give 5 entry modes, explain them and give 1 advantage and disadvantage
- ...

Part 3 (case) 30 points

About Netflix:

- Why did the firm wanted to go international?
- Did internationalization create any value? (ADDING framework)
- Did their strategy of internationalization change when they first started compared to the present?

Yes, in the past: waterfall model, now sprinkler

