

Department of Management and Organization

International Business (2253)

Date: 27.10.2012

Examiner: Violetta Khoreva

Time: 4 hours

Extra material allowed: None

Max points: 45

Points needed to pass: 22,5

Please answer all the questions below, based on the lectures and the course literature. Write short and concise answers, but ensure that you capture the central ideas.

1. What is meant by the following concepts? Please define briefly (max 3 sentences per concept). *Scoring: you can get max 2 points per concept.*

- a) Performance ambiguity
- b) Expatriate failure
- c) Economies of scale
- d) Business ethics
- e) Foreign Direct Investment

2. Answer the following questions briefly (max ½ page per question). *Scoring: you can get max 5 points per question.*

- a) What are the differences between globalization of markets and globalization of production?
- b) What are the advantages and disadvantages of franchising?
- c) What are the components of 4P Marketing Mix?

3. What does the product life cycle mean? What are the stages of the product life cycle? What are the characteristics of each of these stages? (Write max 2 pages). *Scoring: you can get max 10 points for this essay.*

4. What are the main types of organizational structure? Describe typical characteristics of these types of organizational structure. Explain the differences between them based on your own examples. (Write max 2 pages). *Scoring: you can get max 10 points for this case.*

Good luck!