

**Department of Management and Organization**

**International Business (2253)**

**Date:** 1.12.2012

**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.

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

~~X~~ Entry mode *↗*

~~X~~ Expatriate manager *↗ works in a foreign country*

~~X~~ Economies of scope *= recycling*

~~X~~ Moral courage

~~X~~ International marketing *= IM*

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

~~X~~ What are the differences between standardization and product adaptation?

~~X~~ What are the advantages and disadvantages of joint ventures?

c) What are the components of organizational architecture?

*Vertical  
Horizontal*

*control  
systems*

*process people*

*culture*

~~X~~ What does 4P Marketing Mix mean? What are the components of 4P Marketing Mix?

What are the characteristics of these components? (Write max 2 pages). *Scoring: you can get max 10 points for this essay.*

*Product  
price  
place  
promotion*

~~X~~ Firms typically choose among four main strategies when competing internationally. Describe distinctive characteristics of these strategies. Explain the differences between them based on your own examples. (Write max 2 pages). *Scoring: you can get max 10 points for this case.*

*Global standardization  
Localization  
Transnational  
International*

Good luck!