

**Department of Management and Organization**

**International Business (2253)**

**Date:** 13.5.2015

**Examiner:** Violetta Khoreva

**Time:** 4 hours

**Extra material allowed:** None

**Max points:** 35

**Points needed to pass:** 17,5

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 2 sentences per concept). *Scoring: you can get max 2 points per concept.*

- a) Entry mode
- b) Stereotype
- c) Strategy
- d) Marketing
- e) Multinational enterprise

**2.** Answer the following questions briefly (max 1/3 page per question). *Scoring: you can get max 5 points per question.*

- a) What are the stages of the product life cycle (PLC)?
- b) What are the advantages and disadvantages of franchising?
- c) What are the components of 4P Marketing Mix?

**3.** What are the major differences between Product Divisional structure and Worldwide Area structure? Explain the differences between these types of organizational structure based on your own example (max 1 page). *Scoring: you can get max 5 points for this essay.*

**4.** 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 example (max 1,5 pages). *Scoring: you can get max 5 points for this case.*

Good luck!

