Faculty of Business & Finance Course No: MAN 4332 Course Title: International Business Management Date: 25 Nov 2014 No. of Questions: 3

Midterm Exam 1st Semester 2014/2015 Total Grade: 20 Lecturer Name: Mr. Yousif Alagha Dep./Specialist: Using Dictionary (NO) Using calculator: (NO) Time: 1 hour

Student No.:___

Student name: ____

Dear students,

First of all you should to read carefully through all the exam questions, and then you have to attempt the questions that you think you can answer completely.

This exam contains three questions; where question one consist of ten multiple choice statements compulsory to answer, while question two consist of three branches you have to attempt only one of the listed questions, however question three consist three branches that you are required to attempt only two questions.

Any student answer more than the required, this will not be marked.

Moreover, student whom answers different branches form different questions, this will not support him, where the marking criteria depends on answer the required branches of each question.

Good luck & best wishes

For instructor use only

| Question 1 | Question 2 | Question 3 | TOTAL MARK |
|------------|------------|------------|------------|
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Notes:

Signature, _____

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QUESTION ONE: Ten branches

(5 Marks)

Chose the suitable answer among the answers listed following each statement:

Please spot the answered question the table, just the spotted questions will be marked

| 1 2 | | | | 3 | | | 4 | | | | 5 | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|---|
| А | В | С | D | Α | В | С | D | А | В | С | D | Α | В | С | D | А | В | С | D |
| 6 7 | | 8 | | | 9 | | | 10 | | | | | | | | | | | |
| Α | В | С | D | Α | В | С | D | Α | В | С | D | Α | В | С | D | А | В | С | D |

1) _____ refers to the transfer of assets to another country or the acquisition of assets in that country.

| A) International investment | B) International trade |
|-----------------------------|------------------------|
| C) Importing | D) Exporting |

2) Which of the following types of risk is also known as political risk?

- A) currency risk B) cross-cultural risk
- C) commercial risk D) country risk

3) Which of the following is not an example of a cross-cultural risk factor?

A) negotiation patternsB) decision-making stylesC) costs of productionD) ethical practices

4) Which of the following is not a driver of market globalization?

- A) market liberalization B) technological advances
- C) increased import tariffs D) economic development

5) A born global firm is defined as which of the following?

- A) an initiator of an international business transaction
- B) a specialist firm that provides marketing services
- C) a business with special expertise in customs and banking
- D) a company that moves into international markets early in its existence

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Student No.:___

6) A firm that exchanges intellectual property for royalties is known by which of the following terms?

A) franchisor B) licensor

C) contractor D) broker

7) Firms use foreign trade zones in order to _____.

- A) stimulate local economic growth and development
- B) take advantage of favorable customs regulations
- C) create employment opportunities for locals
- D) meet quota demands established by the government

8) In a_____, both government and private enterprise influence production, consumption, and savings.

- A) Emerging Market B) command economy
- C) mixed economy D) market economy

9) _____ quantitative restriction on imports of a specific product

- A) Quotas B) subsidies
- C) Dumping D) Protectionism
- 10) _____can occur when a company implements practices that are less effective, or when employees encounter distress because of difficulty in accepting or adjusting to foreign behaviors

| A) Cultural imperialism | B) Cultural collision |
|-------------------------|-----------------------|
| C) Cultural diffusion | D) Cultural diversity |

Midterm Exam

1st Semester 2014/2015

UNIVERSITY OF PALESTINE

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Student name: ____

Lecturer Name: Mr. Yousif Alagha Dep./Specialist: Using Dictionary (NO) Using calculator: (NO) Time: 1 hour

Student No.:___

QUESTION TWO: Three branches Attempt only <u>ONE</u> branch

- a) Companies and managers doing business abroad will typically take one of three basic approaches (Polycentrism, Ethnocentism, Geocentrism) when dealing with foreigners. Discuss these three approaches.
- b) Briefly discuss the reasons that encourage companies engage in international business?.
- c) What is the purpose of a central bank and include an example of their activities?

Question TWO answer – Branch No.

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(5 Marks)

5/6

UNIVERSITY OF PALESTINE

Midterm Exam

1st Semester 2014/2015

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Faculty of Business & Finance Course No: MAN 4332 **Course Title: International Business** Management Date: 25 Nov 2014 No. of Questions: 3

Student name: ____

QUESTION THREE: Three branches Attempt only TWO branch

- a) In a short essay, explain the two most common international entry strategies for MNEs and SMEs, and describe how franchising and licensing can contribute to those strategies.
- b) Briefly discuss the four risks of international business.
- c) In a short essay, describe government intervention and explain the four main motives for government intervention in international trade and investment activities.

Question THREE answer – Branch No.

Lecturer Name: Mr. Yousif Alagha Dep./Specialist: Using Dictionary (NO) Using calculator: (NO) Time: 1 hour

Student No.:____

(10 Marks)





Midterm Exam 1st Semester 2014/2015 Total Grade: 20 Lecturer Name: Mr. Yousif Alagha Dep./Specialist: Using Dictionary (NO) Using calculator: (NO) Time: 1 hour

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Student No.:____

| Question THREE a | | | |
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End of Questions

Wish you all the best