

Final Exam Questions

MSA 515; Spring, 2008

Professor Galbraith

- 1) What is “globalization”? Why is “globalization” so hotly debated, and why is it an issue related to “global warming” and other environmental issues?
- 2) You have been asked to give a talk titled, “5 keys to designing an export strategy for a small manufacturing firm”, what would be your five keys and why (note: you will not find “five” keys in lecture notes– use your own ideas based upon what we have talked about)?
- 3) A number of less developed countries have attempted to compete in the international market, some very successfully and some less so. What are the major reasons for this difference? Use a couple examples (and information from presentations and lectures) to support your argument.
- 4) Discuss the three basic strategies of exporting, licensing, and direct foreign investment – when are they appropriate or inappropriate for an entrepreneurial firm that wants to go international
- 5) What were the major points in the Hernando de Soto talk -- discuss in detail. What can the United States learn from de Soto?
- 6) Describe the problem of export channel price escalation, and what can be done to resolve this problem?
- 7) What are trade barriers? Why are they important for the small business that is thinking about going international?
- 8) You are a consultant to MotionSensing, LLC, the U.S. developer of the through-wall motion sensor (demonstrated in class). What would be your strategy to go international, and (depending on your international strategy) how would you find a partner/distributor/etc?
- 9) Should the United States push the idea of integrating (markets, political system) with Mexico in a manner similar to the EU, essentially a North American Union (NAU) – why or why not, support your arguments?
- 10) What are the advantages and disadvantages of international diversification over domestic diversification?

*Exam will consist of 2 of these questions selected by the instructor. The exam is closed book with the exception of 1 page (8 1/2 by 11; both sides) of notes allowed during the test. Please bring paper to the exam. Exam is 1 ½ hours long.

HINT: Answer all parts of the question carefully and thoughtfully. This is an individual effort, although you can study in a group (or not) your answer needs to be different from other group members.