

international business final exam questions and answers

What are the things you need to look at when a company is trying to internationalize - ANSWER-company strengths and weaknesses for international business, by evaluating key factors, such as: • Appropriate financial and tangible resources. • Relevant skills and competencies. Management's commitment to internationalization.

what factors do you need to look at a countries target market - ANSWER-

questions to ask to see if a firm is ready to internationalize - ANSWER-What does the firm hope to gain from international business? • For example, increasing sales or profits, challenging competitors, pursuing a global strategy, lowering cost? • Is international business expansion consistent with other company goals, now or in the future? • What demands will internationalization place on company resources, such as finance, personnel, and manufacturing capacity? • What is the basis of the firm's competitive advantage?

6 steps to prepare - ANSWER-Analyze organizational readiness to internationalize.
2. Assess the suitability of the firm's products and services for foreign markets.
3. Screen countries to identify attractive target markets.
4. Assess the industry market potential, or the market demand, for the product(s) or service(s) in selected target markets.
5. Choose qualified business partners, such as distributors or suppliers.
6. Estimate company sales potential for each target market.

how to screen target market - ANSWER-Screen countries to identify target markets. • Reduce the number of countries that warrant in-depth investigation as potential target markets to a manageable few. • Identify five or six countries that hold the best potential by assessing each country regarding such criteria as: • size and growth rate, • market intensity (customers' buying power), • consumption capacity (size and growth rate of the middle class), • country's receptivity to imports, • infrastructure for doing business, • economic freedom, • country risk.

screening methodology - ANSWER-Gradual Elimination
Indexing and Ranking

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J Spring



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The Palgrave Handbook of Experiential Learning in International Business V. Taras, M.

Gonzalez-Perez, 2016-01-03 The Handbook of Experiential Learning In International Business is a one stop source for international managers business educators and trainers who seek to either select and use an existing experiential learning project or develop new projects and exercises of this kind International Financial Management Jeff Madura, Ariful Hoque, Chandrasekhar Krishnamurti, 2018-01-01 Equip your students for success in international finance with the unrivalled depth of theory and practical applications presented in Madura Hoque and Krishnamurti's INTERNATIONAL FINANCIAL MANAGEMENT Asia Pacific 1st edition This APAC edition builds on the fundamental principles of corporate finance to provide the timely information and contemporary insights your students need to prosper in today's global business environment With the original US edition being well known for its inviting reader friendly style and clear explanations this APAC 1st edition introduces international finance with a focus on the important role of modern multinational corporations in global commerce within a strong APAC context Using a strong corporate perspective it discusses a wide range of managerial topics and emphasises the most recent changes in the international environment Relevant examples instructive diagrams self tests and other learning features provide hands on experience to help your students develop the skills they need to effectively manage in contemporary practice **International Business** John D. Daniels, 1992 International Business II Richard Schwindt, 1995 *International Business* Richard Schwindt, 1985 **International Business**, 1981 **International Business 3E** Les R. Dlabay, 2006 The New Larned History for Ready Reference, Reading and Research Josephus Nelson Larned, 1923 International Milk Dealer, 1929 Flight International, 1978 UICSM Newsletter, 1960

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