

SAMPLE EXAM QUESTIONS WITH ANSWERS

Pure “theory” question:

Porter’s Diamond Model describes how firms’ origins in a specific country may create competitive advantages. List Porter’s determinants of the competitive advantage of nations.

- = factor conditions
- = demand conditions
- = related and supporting industries
- = strategy, structure, and rivalry in the domestic industry

Questions that link concepts with cases (notice that these sample questions are based on the cases that I taught in the past but not in the current semester):

Would you characterize the strategy of the major Australian wine producers as multidomestic, global, or transnational? Why?

- = Major Australian wine producers pursue the global strategy since they do not modify product characteristics for sales in different countries and their international operations (mostly, export operations) are under centralized coordination from Australia.

Lufthansa is a member of STAR alliance among several airlines from different countries. What does it mean that STAR is a non-equity alliance?

- = It means that STAR alliance is based on contractual relationships, members of this alliance are not connected by equity / ownership relationships.

Examples of multiple-choice questions:

Which organizational structure is suitable for MNC implementing multidomestic strategy?

- 1) worldwide area division structure
- 2) worldwide product division structure
- 3) international division structure
- 4) global matrix structure

*Sustainability can facilitate firm access to all of the following resources except ...
(complete this sentence)*

- 1) human resources
- 2) financial resources
- 3) government resources
- 4) natural resources