📘 Section A: Multiple Choice Questions (20)

Q1. Firms expand internationally mainly due to:

A. Government pressure

B. Push and pull factors

C. Random decisions

D. Technological failure

Q2. Which of the following is a push factor?

A. Access to new markets

B. Cost pressures

C. Talent acquisition

D. Foreign demand

Q3. Market-seeking firms primarily aim to:

A. Reduce taxes

B. Access new customers

C. Reduce labor costs

D. Acquire technology

Q4. Efficiency-seeking strategy focuses on:

A. Brand acquisition

B. Cost rationalization

C. Market expansion

D. Political influence

Q5. According to Dunning's OLI paradigm, "O" stands for:

A. Output

B. Ownership

C. Opportunity

D. Organization

Q6. Comparative advantage theory suggests that countries should:

A. Produce everything domestically

B. Specialize in lowest opportunity cost goods

C. Focus only on exports

D. Avoid trade

Q7. Heckscher-Ohlin theory emphasizes:
A. Technology
B. Factor endowments
C. Government policy
D. Market size

Q8. Porter's Diamond Model includes all EXCEPT:
A. Factor conditions
B. Demand conditions
C. Monetary policy
D. Firm strategy

Q9. Product Life Cycle Theory suggests production shifts:
A. From developing to developed countries
B. From innovating to lower-cost countries
C. Randomly
D. Only domestically

Q10. Internalization theory explains:
A. Why governments regulate firms
B. Why firms internalize transactions
C. Why firms export
D. Why firms diversify

Q11. Uppsala model emphasizes:
A. Rapid expansion
B. Incremental internationalization
C. Immediate FDI
D. High risk-taking

Q12. Exporting is characterized by:
A. High control
B. Medium control
C. Low control
D. Full ownership

Q13. Licensing involves:
A. Ownership transfer
B. Technology transfer

C. Direct investment
D. Full control

Q14. Joint ventures involve:
A. No local participation
B. Shared ownership
C. Full acquisition
D. Licensing only

Q15. Greenfield FDI means:
A. Buying existing firms
B. Building new operations
C. Exporting
D. Franchising

Q16. Acquisition strategy provides:
A. Slow entry
B. Fast market access
C. No risk
D. No integration

Q17. Global strategy emphasizes:
A. High responsiveness
B. Standardization
C. Localization
D. Decentralization

Q18. Multidomestic strategy focuses on:
A. Global efficiency
B. Local responsiveness
C. Standardization
D. Exporting

Q19. PPP stands for:
A. Public Private Project
B. Public-Private Partnership
C. Private Public Policy
D. Project Public Partnership

Q20. The BOT model means:

A. Build-Own-Transfer

B. Buy-Operate-Transfer

C. Build-Operate-Transfer

D. Build-Organize-Transfer

✏️ Section B: Short Answer Questions (10)

Q1. Explain push and pull factors driving international expansion.

Q2. Describe the OLI paradigm.

Q3. What is comparative advantage?

Q4. Explain the Heckscher-Ohlin theory.

Q5. What is the Uppsala model?

Q6. Compare exporting and FDI.

Q7. Explain the Integration-Responsiveness framework.

Q8. What is PPP?

Q9. Describe the BOT model.

Q10. Identify two risks of PPP projects.