

Lecture International Corporate Strategy (SI 2012) - Final Exam
Course No. 20114; Examiner: Jr. Prof. Dr. Christopher Schlögel

Final Exam

In the Final Exam to this class, you will have one hour to solve the problems with a maximum of 60 points. There are a few pieces of general advice we can offer at this stage:

1. Use the theoretical tools and terminology you have learned in class and from the textbooks.
2. Make sure there is a clear structure in your arguments.
3. Use the time you have! If you are ready much earlier than we planned you should wonder if you forgot something.
4. Remember: people have to be able to decipher what you write.
5. Leave a margin for our comments, so we can give you a more detailed feedback than just the number of points.
6. You are welcome to use a **dictionary** and a **calculator**.

Here is the set of problems:

Answer all questions! (max. 10 points for each question, max. 60 points total)

1. Explain Porter's Diamond model from the corporate social responsibility (CSR) perspective. Use examples to illustrate the impact of CSR on Porter's model.
2. Describe and explain the factors that are likely to influence an international marketing strategy. Give real or stylized examples to support your statements.
3. Describe and conduct a SWOT analysis for a company of your choice and explain the theoretical underpinning of the SWOT analysis.
4. Explain how you would motivate employees to implement a major new strategy and shortly describe the contextual features of such a strategic change program.
5. Using the CAGE framework, assess the relative distance of possible foreign country markets for a small entrepreneurial company of your choice to expand into.
6. Name and explain firm specific location variables. Use real or fictive examples to support your arguments.

Good luck!