



## Lecture International Corporate Strategy (SS 13) - Final Exam

Course No. : 20114; Lecturer: Jr.-Prof. Dr. C. Schlägel

### 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 textbook.
2. Make sure there is a clear structure in your argument.
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**.

Here is the set of problems:

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**Answer *only* 6 of the following 7 questions! (max. 10 points for each question)**

1. Describe and conduct a SWOT analysis for a company of your choice and explain the theoretical underpinning of the SWOT analysis.
2. Describe and explain the impact of a corporation's value chain from a corporate social responsibility perspective. You are welcome to use examples to illustrate your findings.
3. Describe and explain the different perspectives included in the Balanced Scorecard in the context of an international strategy. Give real or stylized examples to support your statements.
4. What are the six types of external factors that should be examined as part of a PESTEL analysis? Give an example of each type of force.
5. Explain the various sources and uses of funds to finance a MNC's international strategy.
6. Describe and explain the factors that are likely to influence an international marketing strategy. Give real or stylized examples to support your statements.
7. Using the CAGE framework, assess the relative distance of possible foreign country markets for a small entrepreneurial company of your choice to expand into.