



**International Management I (1153) – Final Exam (WT 2002/03)**

You have 1 hour to answer the questions. You can reach a maximum of 60 points. Before you start, read and remember the following hints:

1. Use the theoretical tools and terminology you have learned in class and from the readings.
2. Make sure there is a clear structure in your argument. (Use some time to sort your ideas before you start writing the version you want to submit, esp. if you answer B).
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 feed-back than just the number of points.
6. You are welcome to use a dictionary.

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Please solve **either** problem(s) A **or** B.  
(If you answer both parts, only part A will be graded)

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**Alternative A:** Please, answer **three** of the following five questions.  
(If you answer more questions, only the first three of them will be graded)

1. Explain the consequence of IT with respect to solving coordination and motivation problems in international corporations from a transaction cost perspective. (20 points)
2. Name and explain three alternative organisational forms of foreign market entry with respect to their advantages and disadvantages. (20 points)
3. Describe an MNE's political environment using the structure provided by SIMON (1984). Explain SIMON's political risk framework. Give examples of risks using SIMON's terminology. (20 points)
4. Describe and explain PORTER's five forces model. What can top-managers of MNE's learn from it? (20 points)
5. Explain and illustrate different categories of internationally active firms according to BARTLETT/GOSHAL. (20 points)

**Alternative B:**

Explain how MNE's can increase the likelihood to actually get paid after delivering a good or service abroad. Explain alternative mechanisms and practical tools. You are welcome to use examples.