

PART ONE:

25 T / F questions: 4 points each.

- 1) The unethical and illegal actions of a single employee can tarnish or affect the ethical reputation of a whole organisation.
a) T ☐ ←
b) F ☐
- 2) Organisations influence employee actions both formally and informally.
a) T ☐ ←
b) F ☐
- 3) Stages of moral development suggest that individuals evolve through various phases, ranging from the lowest (obedience and punishment orientation) to the highest (universal ethical principles).
a) T ☐ ←
b) F ☐
- 4) Utilitarian managers think that businesses operating in a competitive market system cannot (CAN) achieve the greatest good for the greatest number by maximising profit.
a) T ☐
b) F ☐ ←
- 5) The natural duty principle requires that decisions and wages (behaviours) be based on universal principles associated with being a responsible member of society.
a) T ☐
b) F ☐ ←
- 6) Sustainable development involves conducting business in a way that protects the life (natural environment) while making economic progress.
a) T ☐
b) F ☐ ←
- 7) The home video game industry illustrates how few (numerous) environmental forces can impact industries.
a) T ☐
b) F ☐ ←
- 8) Knowledge management is the creation, protection, development, and sharing of information and intellectual assets.
a) T ☐ ←
b) F ☐
- 9) Showing the bottom of a person's shoe to an Algerian is not a sign of disrespect.
a) T ☐
b) F ☐ ←
- 10) Economies of scale are achieved when increased volume increases (lowers) the unit cost of a good produced by a firm.
a) T ☐
b) F ☐ ←
- 11) Socialisation is the rule (process) by which people learn the values held by an organisation and the broader society.
a) T ☐
b) F ☐ ←
- 12) The information superhighway via the Internet represents a significant change in technology for some (all) companies.
a) T ☐
b) F ☐ ←
- 13) One of the most important factors that has fuelled the growth of the global economy is the availability of labor and resources in different parts of the world
a) T ☐ ←
b) F ☐
- 14) An alliance strategy involves agreeing with other companies to pool physical, financial and human resources to achieve common goals.
a) T ☐ ←
b) F ☐
- 15) A bribe is an insignificant payment made to ensure that the recipient doesn't harm the payer in some way.
a) T ☐
b) F ☐ ←
- 16) 3 principles are fundamental to World Trade Organisation (WTO) operations. Among these, the most favoured nation principle means that when country A grants a tariff concession to country B, the same concession automatically applies to all other countries that are member of the WTO.
a) T ☐ ←
b) F ☐
- 17) 4 aspects of a culture that have direct implications for international management are views of social change, time orientation, language, and value system.
a) T ☐ ←
b) F ☐

- 18) The franchising strategy is equivalent to the alliance strategy.
a) T ☐ **←**
b) F ☐
- 19) Local conditions such as the ability to easily network can stimulate entrepreneurship.
a) T ☐ **←**
b) F ☐
- 20) Entrepreneurs are born and not made.
a) T ☐ **←**
b) F ☐
- 21) A key personal attribute of successful entrepreneurs is the ability to be self-sacrificing.
a) T ☐ **←**
b) F ☐
- 22) Entrepreneurs are usually very creative thinkers who are not as competent in their technical skills.
a) T ☐ **←**
b) F ☐
- 23) Business plans should answer the question, "What is my market and what customers will I target?"
a) T ☐ **←**
b) F ☐
- 24) Having vision is not an important characteristic of an intrapreneur.
a) T ☐ **←**
b) F ☐
- 25) Organisations that redirect themselves through innovation are fostering intrapreneurial activity.
a) T ☐ **←**
b) F ☐

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PART TWO:

15 Multiple Choice Questions:
6 points each.

26. A set of values and rules that define right and wrong conduct is known as _____.
a. Social mobility.
b. Traditional responsibility.
c. Natural duty.
d. Ethics. **←**

27. _____ are society's values and standards that are enforceable in the courts.
a. Culture.
b. Laws. **←**
c. Ethics.
d. Codes.
28. Ilyes is the top manager of a local software company. He wants to communicate the company's commitment to ethical conduct. He could effectively communicate this through _____.
a. Publications.
b. Training program content.
c. Code of ethics.
d. All of the above. **←**
29. According to your understanding, which of the following is not an important economic issue?
a. Local elections. **←**
b. Wages and salaries.
c. Inflation, import and export.
d. Taxes paid by organisations.
30. Employers are facing the demand of managing diversity. Some organisations are providing training to employees to be more tolerant in the workplace of all of the following except _____.
a. language.
b. Religion. **←**
c. Age.
d. Ethnic differences.
31. Abdelkader Sliman was raised in a culture that expects people to take care of themselves and/or individuals around them or with given relationship. This is the opposite of _____.
a. Power distance.
b. Individualism. **←**
c. Uncertainty avoidance.
d. Collectivism.
32. As domestic policies in many foreign countries are becoming more market-oriented, governments are opening their countries to multinational trade and joining regional trade associations. This has led to the emergence of _____.
a. Political forces that advocate a return to state-managed economies.
b. New strategic partnerships of foreign and domestic organisations. **←**
c. High inflation.
d. The World Trade Organisation.

33. Technological and market forces are combining to stimulate use of the licensing strategy. The reason is that _____ can be used to disseminate new technologies rapidly to new markets.
- Exporting.
 - Multi-nationalisation.
 - Free trade.
 - Licenses. ←
34. Alliances provide entry into markets that are _____ because of strict political requirements or great economic uncertainty.
- Multinational.
 - International.
 - Multi-domestic.
 - Risky. ←
35. A number of variables should be assessed to determine the political climate. These variables include all of the following except _____.
- Inequality of the governmental bureaucracy. ←
 - Role of the military in the political process.
 - Number of factions in the legislature.
 - Extent of racial and nationality tensions.
36. Which of the following is not a key function of the World Trade Organisation (WTO)?
- Administering WTO trade agreements.
 - Providing a forum for trade negotiations.
 - Handling trade disputes between nations.
 - All of the above are key functions of the WTO. ←
37. What differentiates highly successful entrepreneurs from less successful entrepreneurs?
- How quickly they increase their new business activities.
 - The ones whose businesses grow most rapidly.
 - The businesses that find market opportunities that others may have overlooked.
 - All of the above differentiate the successful entrepreneurs from the unsuccessful ones. ←
38. Which of the following groups is not expected to increase the number of entrepreneurs in business?
- Women.
 - Minorities.
 - Entrepreneurs in Europe and Asia.
 - All of these groups will realise increases. ←
39. Personal attributes of successful entrepreneurs include all of the following except a _____.
- Need for affiliation. ←
 - Need for achievement.
 - Desire for independence.
 - Willingness to self-sacrifice.
40. Amal Bent Ammar has started her business and is putting in too many hours a day. When asked why she is working so hard, she replies that nothing worth having is free. This response suggests that Amal has an attribute of _____.
- A desire for independence.
 - Not wanting to work in large organisations.
 - Self-sacrifice. ←
 - A need for power.

PART THREE:

ESSAY QUESTIONS: (10 points each).

Choose either question no. 1 OR question no. 2.

Your answer must fit within the provided space.

Note that clear hand writing is a **MUST**.

Q-1:

State **BRIEFLY & PRECISELY** the difference between an entrepreneur and an intrapreneur?

An entrepreneur is who launches his/her startup or company freely based on finding an innovative idea or identifying an opportunity.

An intrapreneur is an employee who takes in charge the responsibility of a new innovative project or a unit within a mother company.

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Q-2:

State the six strategies of the international business and briefly explain **KEY FEATURES** of the last one as studied in your course.

1. Exporting strategy.
2. Licensing strategy.
3. Franchising strategy.
4. Alliances strategy—
5. **Multi-domestic strategy**.
6. **GLOBAL STRATEGY:**
Cross borders, stressing worldwide consistency, standardisation and relatively low cost.
