

Chapter 11– Revision Questions

1. What were the challenges that start-up company Kapersky Lab experienced in establishing an international operation?
2. What is the role of entrepreneurs and entrepreneurial teams in setting-up and running a new business?
3. How does a letter of credit (L/C) help exporters and importers?
4. How can basic export and import activities be organized!?
5. What is the role of trade intermediaries in international trade?
6. How can services be traded across borders?
7. What are licencing and franchising, and when can it be used in international business?
8. How are turn-key projects and build-operate-transfer project used in the construction industry?
9. How does the Uppsala model explain the process of internationalization of firms?
10. How can 'born globals' internationalize their operations soon after their establishment?
11. How does the institutional environment of the home country affect firms' internationalization?
12. How does the 'institutional distance' between two countries affect internationalization?
13. How existing international operations affect future internationalization?
14. How does the evolution of the internet affect the way small businesses engage in international business?
15. What are the main lessons entrepreneurs have to remember when setting out to engage in international business?