

1. Describe what is meant by the term “marketing mix.” What factors cause a firm to vary its marketing mix across markets?
2. What are the factors that influence a firm’s ability to sell the same product worldwide? Ideally, is it better for a firm to sell the same product worldwide or would a firm rather customize its products for each individual market?
3. Explain what is meant by distribution strategy. What are the main differences among countries’ distribution systems? Ultimately, how does a firm determine its distribution strategy in individual foreign markets?
4. Describe the concept of channel length. How does a firm determine its channel length?
5. In regard to communication strategy, what is the difference between a push versus a pull strategy? Provide an example of an appropriate application of a push strategy and an example of an appropriate application of a pull strategy.
6. Discuss the concept of predatory pricing. Is predatory pricing ethical? What, if anything, should governments do to limit the influence of predatory pricing by importers on domestic industry? Explain your answer.
7. Define the term “materials management.” Discuss the relationship between materials management and logistics.
8. Discuss the overall objectives of international firms in terms of manufacturing and materials management.
9. How does an international firm decide where to locate its manufacturing activities? Include in your answer a discussion of country factors, technological factors, and product factors.
10. Describe the terms flexible manufacturing and mass customization.

11. What are Make-or-Buy Decisions? What are the advantages of make versus buy and vice-versa? Are these decisions harder for international opposed to strictly domestic firms? Explain your answer.

12. Discuss the differences between an ethnocentric approach, a polycentric approach, and a geocentric approach to staffing for international businesses. What is the rationale behind each of these approaches? How does a firm's staffing policy relate to the strategy that it is pursuing in a foreign country?

13. What is an expatriate manager? What are some of the steps that an international business can take to enhance the success of their expatriate manager program?

14. What is the purpose of cultural training for an expatriate? How can "culture shock" be avoided?

15. What is the principle role of labor unions? What concerns does organized labor have about multinational firms?