

**SUJET D'EXAMEN DE 1ère SESSION
Semestres 1-3-5**

Année universitaire 2021 – 2022

Intitulé de l'épreuve : Introduction Commerce International

Semestre : 5

Nom de l'enseignant : Justine HARDY

Licence : LEA3

Modalités et durée de l'épreuve : Ecrit 2 heures

Document et/ou matériels autorisés : Notes de cours sur papier

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Sujet

Choose ONE of the following essay questions and answer with examples where possible

1. Explain Globalisation. Which institutions govern the global market place and what are the main drivers of globalisation? Finally analyse the positive and negative effects of globalisation.
2. When an international company decides to enter a foreign market, there are various ways of entering that market. Explain the main ways and consider the advantages and disadvantages of each method of entry. Finally, briefly explain the documents required for import and export financing.
3. Explain how national differences in culture and political, economic and legal systems affect international business and influence companies who trade internationally.