

SUJET D'EXAMEN DE 1ère SESSION

Semestres 1-3-5

Année universitaire 2022 – 2023

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 des cours en papier

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Sujet

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

1. Explain Globalisation. Which institutions govern the global marketplace and what are the main drivers of globalisation? What are the positives and negatives of globalisation?
2. When a company decides to enter a foreign market, there are various ways of entering that market. Explain the main ways and the advantages and disadvantages.
3. Why is exporting preferred by most companies engaged in international business?
4. Explain how national differences in culture and political and legal systems affect international business and influence companies who trade internationally.
5. What ethical issues are faced by international businesses today?