

Universität zu Kiel
Institut für Betriebswirtschaftslehre
Lehrstuhl für Organisation
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Master Lecture
Internationalization & Organization II

Winter term 2017/2018, Exam at 23.03.2018

Please consider the following:

- Try to answer all questions.
- There are no aiding devices allowed.
- Consider that you have to answer the questions within one hour.
- You may answer the questions either in English or in German.
- Please use separate sheets for answering questions 1 and 2.

Question 1

- 1.a. Please compare the value dimensions used by Hofstede's study on country cultures with the value dimensions used by the World Value Survey project on country cultures.
- 1.b. Please evaluate Hofstede's study on country cultures.
- 1.c. Please explain globalization drivers (globalization pressures/globalization enablers) and localization drivers (localization pressures) influencing an international company's choice of a strategic orientation.

Question 2

- 2.a. Please discuss the advantages of a concentrated (pooled) and of a dispersed configuration of an international company's value chain.
- 2.b. Please explain and classify different organizational macro structures of international companies.
- 2.c. Please evaluate these organizational macro structure of international companies.

Please explain your answers.

Good luck!