

# Master of International Business Practice Test Questions and Answers

## 1. What is the primary focus of international business strategy?

- A) Domestic market expansion only
- B) Managing operations across multiple countries and cultures
- C) Local community engagement
- D) Single-market optimization

## 2. Which factor is most critical when entering emerging markets?

- A) Language barriers only
- B) Cultural understanding, regulatory environment, and economic stability
- C) Time zone differences
- D) Currency appearance

## 3. What does the concept of "glocalization" mean in international business?

- A) Global standardization only
- B) Adapting global products and strategies to local markets
- C) Local production exclusively
- D) Avoiding international expansion

## 4. Which international trade theory explains competitive advantage through factor endowments?

- A) Mercantilism
- B) Heckscher-Ohlin theory
- C) Absolute advantage theory
- D) Product life cycle theory

Answers: 1-B 2-B 3-B 4-B

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