

Assessment: Globalization Strategies

Name

Objective

This assessment aims to evaluate basic knowledge and understanding of globalization strategies.

Question 1: Multiple Choice

What is the primary goal of a multidomestic strategy?

- A. Global standardization
- B. Local responsiveness
- C. Centralized decision-making
- D. Resource sharing across borders

Question 2: True/False

2. Multinational enterprises (MNEs) often adopt a transnational strategy to balance global integration and local responsiveness.

- A. True
- B. False

Question 3: Fill in the Blank

3. In a transnational strategy, companies aim to achieve a _____ between global integration and local responsiveness.

Question 4: Matching

4. Match the globalization strategy with its key characteristics.

- A. Multidomestic
- B. Transnational
- C. Global Standardization

i. Emphasizes customization for local markets.

ii. Seeks a balance between global integration and local adaptation.

iii. Prioritizes standardization across all markets.

Answer:

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Question 5: Short Answer

5. Provide one advantage of a transnational strategy for multinational enterprises.