

Assessment: International Market Entry and Export Challenges

Part 1: Multiple Choice (5 marks)

1. **Which of the following is a common mistake made by companies when entering foreign markets?**
 - A) Conducting extensive market research
 - B) Ignoring local cultural differences
 - C) Localizing products for the market
 - D) Developing strong local partnerships
2. **Target's expansion into Canada failed largely due to:**
 - A) Excessive demand for their products
 - B) Poor supply chain and logistics management
 - C) Strong competition from other U.S. retailers
 - D) Favorable market conditions
3. **A key challenge companies face when exporting goods is:**
 - A) Stable exchange rates
 - B) Lower tariffs and duties
 - C) Fluctuating exchange rates
 - D) Unlimited access to foreign markets
4. **In the context of international business, what does "localization" refer to?**
 - A) Using the same product strategy globally
 - B) Adapting products and marketing to suit the local market
 - C) Ignoring local preferences
 - D) None of the above
5. **Which of the following would not help a company mitigate export challenges?**
 - A) Hedging against currency fluctuations
 - B) Ignoring tariffs and trade regulations
 - C) Forming strong local partnerships
 - D) Adapting products to local regulations

Part 2: Short Answer (5 marks)

6. **Provide an example of a company that failed in a foreign market due to poor market research. Briefly explain the key mistake.**
(Answer in 2-3 sentences)
7. **What is one major challenge companies might face when exporting products? How can companies overcome this challenge?**
(Answer in 2-3 sentences)

Part 3: Critical Thinking (5 marks)

8. **Case Study:** A technology company based in the U.S. plans to expand into Japan. What are two potential challenges the company may face related to market entry, and how could they mitigate these risks?
(Answer in 3-4 sentences)