

February 1, 2011

1. According to the 'Power of Place' video what is the driving force behind globalization?
a) **economics**
b) world politics
c) migration
d) trading blocks
e) none of the above
2. According to the 'Power of Place' video what is driving the diffusion or relocation of manufacturing to the lesser developed world?
a) trade barriers
b) warfare
c) quest for cheap capital
d) **quest for cheap labour**
e) none of the above
3. Which of the following is **not** a product shown in the BusinessWeek slide show?
a) iPod
b) Nike athletic shoes
c) Coca Cola
d) **Lexus es330**
e) they were all shown
4. What is considered the number 1 ranked most valuable global brand?
a) Apple
b) McDonalds
c) Pepsi
d) Microsoft
e) **none of the above**
5. In 1914, what country was responsible for about 45% of the world's total of outgoing FDI?
a) Canada
b) **United Kingdom**
c) USA
d) Germany
e) none of the above
6. What country in the world has the highest broadband internet population
a) Canada
b) United Kingdom
c) USA
d) Germany
e) **none of the above**
7. Which of the following is a difference between the first and second wave of globalization
a) growing great power rivalry
b) state sponsored terrorism
c) **expansion of democracy**
d) low inflation
e) all of the above are differences
8. What world event caused the end of the first wave of globalization?
a) the Boar War
b) the establishment of the International Monetary Fund
c) the establishment of the League of nations
d) **World War One**
e) The Tokyo conference of 1915

9. Currently, the 3 major centres for the world's financial markets are:

- a) Tokyo, Frankfurt and New York City
- b) London, New York City and Dubai
- c) Tokyo, Frankfurt and London
- d) Shanghai, London and New York City
- e) none of the above

10. Which of the following is true about trends in international fixed phone line calls and international mobile phone calls

- a) currently there are more international mobile phone calls made than international fixed line calls
- b) currently there are more international fixed line phone calls made than international mobile phone calls
- c) the trend since 2000 has been a decline in international mobile phone calls
- d) the trend since 2000 has been a increase in international fixed line phone calls
- e) c and d

11. The world's largest bank, as measured by assets, is:

- a) Toronto-Dominion
- b) Bank of China
- c) ING
- d) UBS
- e) none of the above

12. What year does Figure 1 most likely refer to

- a) 1950
- b) 1980
- c) 1800
- d) 1900
- e) none of the above

13. Which of the following firms was not an early TNC circa 1914

- a) GM
- b) Bayer
- c) Nestle
- d) Siemens
- e) a and d

14. In which of the following areas is a off shore financial centre most likely to be found?

- a) Caribbean
- b) Antarctica
- c) Russia
- d) North America
- e) Japan

15. The largest bank in Canada as measured by assets is

- a) CIBC
- b) TD
- c) Bank of Nova Scotia
- d) Bank of Montreal
- e) Royal Bank of Canada

16. Canada has approximately what percentage of the top 2000 global firms?

- a) 1%
- b) 2%
- c) 5%
- d) 10%
- e) 15%

17. Which of the following is **not** true about inward FDI for Canada

- a) Canada's share of world inward FDI is declining
- b) Total inward stock of FDI is steadily increasing
- c) Over 50% comes from the US
- d) It's concentrated in insurance (40%)
- e) all of the above are true

18. Which of the following is **not** true about global outward FDI
- a) it has been steadily declining overall for the last 10 years
 - b) FDI is becoming more geographically selective
 - c) Countries attracting the greatest FDI are those with export led policies
 - d) The USA receives more than anyone else
 - e) all of the above are true
19. According to theory how many stages do TNCs typically go through in their development
- a) 3
 - b) 4
 - c) 5
 - d) 6
 - e) none of the above
20. Stage 3 of the TNC development model is
- a) capitalization
 - b) management reorganization
 - c) establishment of foreign production facilities
 - d) exports products back to the home country
 - e) none of the above
21. Which of the following is **not** true of the product life cycle
- a) it has 3 stages
 - b) the cycle is getting shorter
 - c) it starts with exports and ends with imports
 - d) many products follow the cycle.
 - e) all of the above are true
22. Based on the film 'Bomb Under the World' what is the 'bomb'
- a) nuclear proliferation
 - b) environmental devastation
 - c) gradual militarization of the developing world
 - d) biological warfare
 - e) destruction of Chinese rural life
23. Based on the video 'The Bomb Under the World' which of the following statements is true
- a) television is the most important method of promoting Western consumerism in India
 - b) radio is the most important method of promoting Western consumerism in India
 - c) print advertising is the most important method of promoting Western consumerism in China
 - d) there are few Western brands in India shops
 - e) none of the above
24. Why is the product life cycle getting shorter and shorter
- a) increased consumer spending
 - b) professional research and development
 - c) innovations are more rapidly copied
 - d) global advertising
 - e) its actually getting longer
25. The term subprime in the context of the current world recession has recently been used to refer
- a) currencies
 - b) national economies
 - c) substandard beef
 - d) home mortgages
 - e) a and b
26. Figure 2 most likely depicts
- a) WalMart sales versus profits
 - b) mobile phone calls versus fixed line phone calls
 - c) Canadian FDI
 - d) world GNP and trade
 - e) none of the above

27. The article 'Why the iPad is not yet flattening the world into equality' concludes
- a) iPads are still too expensive for mass use
 - b) subtle cultural patterns are preventing it
 - c) infrastructure improvements to internet access in rural areas have dramatically improved rural incomes
 - d) the internet may actually increase inequality
 - e) b and d
28. The Hanseatic League was **not**
- a) in Southern Europe
 - b) in Northern Europe
 - c) founded in 1500
 - d) interested in maritime law
 - e) a and d
29. The Hudson's Bay Company
- a) was established in 1500
 - b) traded in Rupert's land
 - c) was run from the United Kingdom until 1960
 - d) later became Target Canada
 - e) a and b
30. The Walmart formula for success is partially based on
- a) widely diversifying its suppliers geographically
 - b) violent intimidation of unions
 - c) very high volumes of product turnover
 - d) preferential lending rates from Chinese banks
 - e) only placing stores in densely populated areas
31. An opening price point is
- a) the lowest priced item in a line of goods
 - b) the starting point for negotiations for supplying a product to WalMart
 - c) the price of an item that is on sale for a week
 - d) a major consideration in WalMart's market strategy
 - e) a and d
32. The unlabeled box in Figure 3 refers to
- a) import loans
 - b) export loans
 - c) World Bank quotas
 - d) tariffs
 - e) none of the above

Figure 1

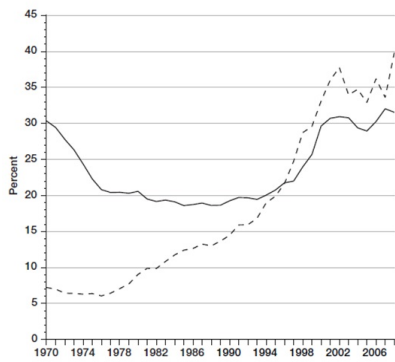
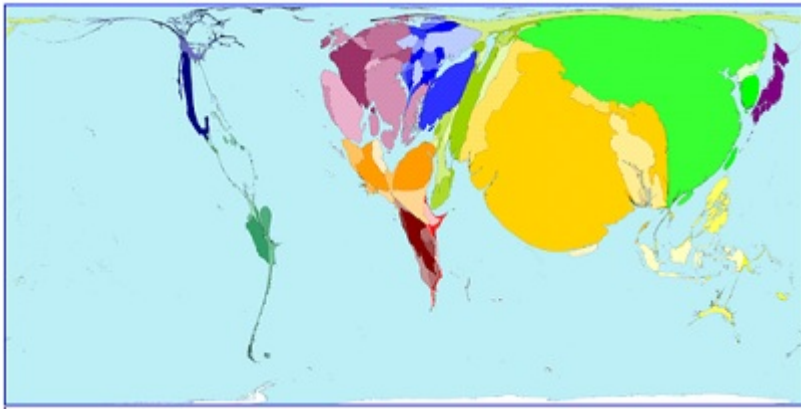


Figure 2

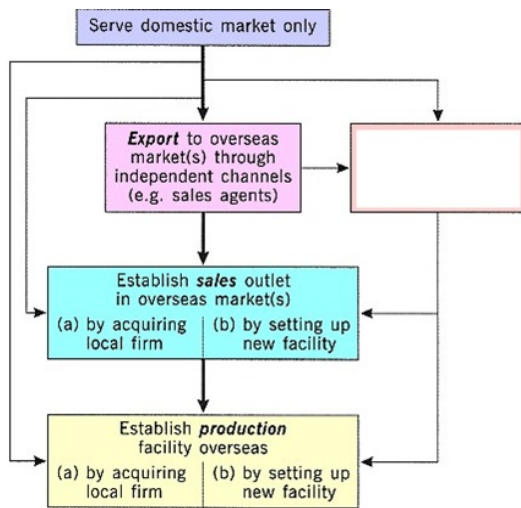


Figure 3