

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

**Bachelor of Business Administration (Level II-Semester VI) Examination,
December 2018**

INB 2214- Internationalization of Entrepreneurship

Two (02) Hours

Answer any Four (04) Questions

1.
 - i. "International entrepreneurship sits at the intersection of two areas" Define those two area and elaborate how those two areas are interconnected?
(06 marks)
 - ii. Explain internationalization process in the international entrepreneurship.
(06 marks)
 - iii. Make a list of factors influencing on business internationalization.
(06 marks)
 - iv. "Internationalization is a learning process of key employees based on opportunity recognition, opportunity seeking and opportunity taking" elaborate this statement with appropriate examples.
(07 marks)

(Total 25 Marks)
2. Explain following theories of the internationalization of business organization.
 - i. Stages model
(05 marks)
 - ii. Resource-based view.
(05 marks)
 - iii. Network approach.
(05 marks)
 - iv. Business strategy approach.
(05 marks)
 - v. Uppsala internationalization model.
(05 marks)

(Total 25 Marks)
3.
 - i. What are the advantages of international entrepreneurship?
(05 marks)
 - ii. Explain differences between the international business networks and international social networks.
(05 marks)

iii. Categorize determinants of internationalization of business under the entrepreneurial characteristics, technological characteristics and environmental characteristics. (09 marks)

iv. Compare international Vs domestic entrepreneurship. (06 marks)

(Total 25 Marks)

4. i. Explain importance of international market entry strategies to local and family businesses. (06 marks)

ii. Compare advantages and disadvantages of early entrants and late entrants to international markets. (06 marks)

iii. Explain how licensing is important as an intermediate entry mode to a new market. (06 marks)

iv. What do you understand by “Born global firms”. Explain how do they use business and social networks to achieve business success. (07 marks)

(Total 25 Marks)

5. Select any multinational corporation and explain its internationalization process with respect to the following areas:

i. Entry into world market.

ii. Establishing brand names.

iii. Organizational structure and Business operations.

iv. Culture and strategy formulation.

v. Business sustainability at mature stage.

(5x5 = Total 25 Marks)

6. Explain how small and medium size enterprises (SMEs) can use following resources to internationalize their businesses.

i. Entrepreneur’s human capital.

ii. Entrepreneur’s social capital.

iii. Firm characteristics.

iv. Environmental characteristics.

v. Mode, market, time and product.

(5x5 = Total 25 Marks)