

Open Question:

Please answer only **one** of the two following questions:

Question 1:

The accident of the oil platform "Deepwater Horizon" of BP in the Gulf of Mexico near the US coast in April 2010 has severe consequences for the company, as well as for the environment. In the last few months it has been widely discussed what measures can be implemented to prevent such accidents in the future.

Please discuss what instruments may be applied by companies, governments, and private interest groups to prevent such accidents in the oil industry.

Question 2:

As the founder of SoftBIT, a recent innovative IT start-up from Berlin, you are responsible for the international activities of the company. SoftBIT, employing 102 people, currently holds subsidiaries in three dynamic emerging markets. In the last meeting with your German colleagues of the management board you have discussed the coordination of these subsidiaries.

Please discuss which procedural coordination instruments are suitable in order to enhance the international efficiency of the company.



Multiple Choice:

Please note:

- You have to answer 15 sets of questions.
- Cross one box for either “True“ or “False“ for each of the statements.
- Within each set of tasks a different number of questions can be true or false.
- Within one set of tasks a maximum number of six points can be reached if all three questions are answered correctly. Are two questions answered correctly, you will achieve three points. Is only one question answered correctly, you will achieve only one point.
- Incorrectly marked crosses or unanswered questions will receive no points.
- Points will not be deducted for incorrect answers.

Please correct wrongly



Question 1: With regard to unspecific organizational structures, which of the following statements is/are correct?	True	False
One advantage of unspecific organizational structures is the concentration of all international activities..	<input type="checkbox"/>	<input type="checkbox"/>
Unspecific structures are especially suitable for companies with a diversified product spectrum both at home and abroad.	<input type="checkbox"/>	<input type="checkbox"/>
In unspecific structures international activities often lack institutional support.	<input type="checkbox"/>	<input type="checkbox"/>

Question 2: With regard to organizational structures, which of the following statements is/are correct?	True	False
Differentiated structures have the advantage of short communication channels.	<input type="checkbox"/>	<input type="checkbox"/>
The "not-invented-here-syndrome" occurs in companies with an integrated product-oriented structure.	<input type="checkbox"/>	<input type="checkbox"/>
Companies with differentiated structures enhance the communicative competence and global exchange of information.	<input type="checkbox"/>	<input type="checkbox"/>

Question 3: In the context of transnational public affairs management...	True	False
...moral arbitrage refers to worldwide relevant codes of conduct that can be installed by the headquarters and implemented in every county the company is operating in.	<input type="checkbox"/>	<input type="checkbox"/>
...the cause of conflict may stem from a company's activities in one country, while the conflict solution may take place in another country.	<input type="checkbox"/>	<input type="checkbox"/>
...globally operating interest groups do not have a significant influence on business activities as the causes of conflicts in different countries are too diverse.	<input type="checkbox"/>	<input type="checkbox"/>

Question 4: In transnational companies...	True	False
...the configuration of assets and capabilities is centralized and globally scaled.	<input type="checkbox"/>	<input type="checkbox"/>
...national units make differentiated contributions to integrated worldwide operations.	<input type="checkbox"/>	<input type="checkbox"/>
...knowledge is developed jointly and is shared worldwide.	<input type="checkbox"/>	<input type="checkbox"/>



Question 5: In the knowledge spiral of Nonaka & Takeuchi (1997)...	True	False
...tacit knowledge is difficult to articulate because it often arises out of experience.	<input type="checkbox"/>	<input type="checkbox"/>
...socialization is the process that transfers tacit knowledge from one person to another.	<input type="checkbox"/>	<input type="checkbox"/>
...the degree of codification of knowledge is referred to as the ontological dimension.	<input type="checkbox"/>	<input type="checkbox"/>