**QUIZ 2**

**Instructions: Read the following sentences carefully and choose the words indicated in the box that best describe the answer.**

1. The selection of countries that are geographically and/or culturally similar can reduce

and encourage more proactive attitudes on the part of companies towards the development of their international businesses.

1. is defined it as expansion of companies across the borders of global regions and countries into different geographic locations, or markets.
2. CEOs educated to a greater degree are more likely to tolerate ambiguity and take risks. Their advanced knowledge and greater cognitive ability may enhance their .
3. The literature of international entrepreneurship eschewed the historical international business presumption of risk-averse managers, instead conceptualizing internationalization as entrepreneurial behavior driven by individuals with greater .
4. are a means by which a multinational firm can achieve a strong position in a host country despite its having local knowledge disadvantages compared to local firms.
5. A firm’s  is not only taxed by a fast international expansion pace, but also by the diversity of businesses that are entered in the process.
6. Specific management characteristics that influence export activity can be divided into two groups:  (aversion to risk, risk tolerance level, personal ambition, etc.) and  (age, education, professional experience, language knowledge, number and variety of trips abroad).
7. may have serious shortcomings, such as a high degree of independence in thought and action, meaning that some CEOs may rule their organization without input from others. This can limit the type and quality of information the CEOs receive about potential opportunities in their industry or their internationalization activities.
8. requires managers to ensure that formal and informal communication channels are in place to enable effective coordination among personnel responsible for the various complementary activities.
9. The foundation of  is the belief that: (1) top executives view their situation through their own highly personalized lenses; (2) that differences among executives will influence company strategy; and (3) that understanding strategy therefore requires understanding strategists.
10. An expansion process that takes a firm into a limited number of countries is much easier to digest. As a result, companies that expand into just a few geographical markets suffer less from  than firms that disperse into many markets.
11. Longer tenures of top managers may produce  and , and these attributes may enhance socialization and lead to better firm performance.
12. as experimenting with new alternatives is analogous to the experience- based knowledge generation that enables a multi-national firm to overcome

and be successful in its new markets.

liabilities of foreignness / uncertainty in decision-taking / upper echelon theory / intangible asset advantages / social cohesion / absorptive capacity / exploration / information processing capability / demographic characteristics / CEO duality / organizing an international operation / shared cognitive structures / time compression diseconomies / subjective characteristics / international diversification / risk-taking propensity

**Please do brainstorming along with the following word.**