

MODULE TEST № 1
OF DISCIPLINE
“MANAGEMENT OF FOREIGN ECONOMIC ACTIVITY”

№ I

1. THEORETICAL QUESTIONS:

- a. System of foreign economic activity;
- b. Political environment in management of FEA.

2. TESTS:

- a. Can the strategy of recession be optimal for work on certain foreign market:
 - i. Yes;
 - ii. No?
- b. What is more complicated to realize the expansion of business:
 - i. Work activation on internal market;
 - ii. Work activation on external market?

3. SITUATION TASK:

In accordance with a contract with Brittan enterprise BROWN you must load on the condition FOB Odessa a lot of fire-extinguishers. During the loading on a ship the jib of crane was broken and the freight fell on a berth. Who will compensate for the damage? Define obligations and risks of exporter and importer.

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№ II

1. THEORETICAL QUESTIONS:

- a. Functional approach to definition of management of FEA;
- b. Economic environment in management of FEA.

2. TESTS:

- a. Main functions of management of FEA foresee:
 - i. Planning;
 - ii. Organization;
 - iii. To take a decision;
 - iv. All of answers are right.
- b. What were specific principles place in basis of international market segmentation:
 - i. Geographic and demografic;
 - ii. Economic and scientific-technologic;
 - iii. Search of different segments in every country.

3. SITUATION TASK:

Define what of following forms of investments are direct, and what are portfolio investments?

- A. American bank CS First Boston bought the shares of Ukrainian company “Nemiroff” for 20 000 000 dollars. Total cost of shares issuing foresees 600 000 000 dollars.
- B. Ukrainian bank “PrivatBank” acquired a house in Amsterdam, in which opened own bank branch in Holland.
- C. Canadian company Mac Donalds opened next restaurant in Kyiv.

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№ III

1. THEORETICAL QUESTIONS:

- a. Strategic planning of FEA;
- b. Juridical environment in management of FEA.

2. TESTS:

- a. What strategy do more volume of expenses require:
 - i. Offensive;
 - ii. Defence;
 - iii. Retreat.
- b. Matrix structure of FEA management foresees building of:
 - i. Central services;
 - ii. Operative services.

3. SITUATION TASK:

“Coca-Cola”, American producer of soft drinks, sell its concentrate in Ukraine. However Ukrainian Government imposes high import tariff on import of “Coca-Cola” for protection of Ukrainian producers and increases tax on profits of foreign companies.

Recommend, what acts can “Coca-Cola” use for:

- a) Not give up of part of Ukrainian market to domestic competitors;
- b) To reduce the volume of taxes of profits, which pay in Ukraine;
- c) To guarantee the safety owned assets.

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№ IV

1. THEORETICAL QUESTIONS:

- a. Strategic economic zones in FEA;
- b. Cultural environment in management of FEA.

2. TESTS:

- a. Regulation of FEA of enterprise is realized with purpose:
 - i. Ensuring of equilibrium of economy and internal markets;
 - ii. Protection of economic interests of Ukraine;
 - iii. All answers are right.
- b. The highest state body of regulation of FEA - is:
 - i. Supreme Rada of Ukraine;
 - ii. Cabinet of Ministers of Ukraine;
 - iii. State Customs.

3. SITUATION TASK:

Define how will change quantity of American computers which are sold in Japan by price 4000 dollars, if currency rate of Japan yene will be depressed according to dollar of USA.