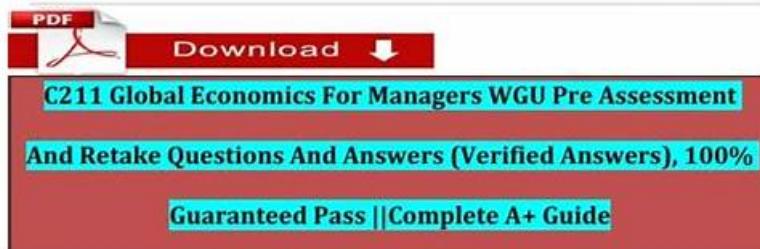


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1. The resource-based view of global business differs from the institution-based view of global business in that the resource-based view \_\_\_\_.-  
...Ans>> focuses on the internal strengths on the firm
  
2. Which of the following is true of globalization according to the "pendulum view" perspective?  
...Ans>> Globalization is a not a one-directional phenomenon.
  
3. The \_\_\_\_ of globalization suggests that globalization is neither recent nor one-directional.  
...Ans>> pendulum view
  
4. Which of the following is true of semiglobalization?  
...Ans>> It is a type of globalization that lies between total isolation and total globalization.

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## WGU Global Economics for Managers (C211, UZC2) Sample Questions (Q75-Q80):

### NEW QUESTION # 75

Direct exports have which advantage?

- A. Lower transportation costs
- B. Capitalization of economies of scale in production in the home country
- C. Elimination of exchange rate risk
- D. Full control over foreign distribution

### Answer: B

Explanation:

InGlobal Economics for Managers, direct exporting allows firms to capitalize on economies of scale in production in the home country, making option B correct.

By concentrating production domestically, firms can achieve lower average costs, maintain quality control, and leverage existing facilities and expertise. Direct exporting avoids the fixed costs of establishing foreign production facilities.

Options A, C, and D are incorrect because exporting typically involves transportation costs, limited distribution control, and exposure to exchange rate risk.

Thus, option B correctly identifies a key advantage of direct exporting.

### NEW QUESTION # 76

What is the profit maximization condition for a monopoly?

- A. When price equals marginal cost
- B. When marginal revenue equals marginal cost
- C. When total revenue is maximized
- D. When marginal cost is minimized

### Answer: B

Explanation:

InGlobal Economics for Managers, the profit-maximizing condition for all firms, including monopolies, is when marginal revenue (MR) equals marginal cost (MC), making option B correct.

A monopolist faces a downward-sloping demand curve, meaning that to sell more output, it must lower price.

As a result, marginal revenue is less than price. The firm maximizes profit by producing the quantity where the additional revenue from the last unit sold equals the additional cost of producing it.

Option A applies to perfect competition, not monopoly. Option C focuses on revenue rather than profit.

Option D has no economic meaning for profit maximization.

Thus, option B is correct.

### NEW QUESTION # 77

In which situation is the contender strategy appropriate for responding to multinational enterprises (MNEs)?

- A. There is high industry pressure to globalize, and competitive assets are customized to home markets.
- B. There is low industry pressure to globalize, and competitive assets are customized to home markets.
- C. There is low industry pressure to globalize, and competitive assets are transferable abroad.
- D. There is high industry pressure to globalize, and competitive assets are transferable abroad.

**Answer: A**

Explanation:

InGlobal Economics for Managers, the contender strategy is appropriate when industry pressure to globalize is high, but competitive assets are customized to home markets, making option B correct. This strategy is typically adopted by domestic firms facing strong competition from multinational enterprises (MNEs) in industries that are becoming increasingly global.

High pressure to globalize means that firms must compete on an international scale, often due to global customers, standardized products, or strong foreign competitors. However, when a firm's competitive assets- such as brand reputation, customer relationships, distribution networks, or regulatory knowledge-are deeply rooted in the home market, they are not easily transferable abroad. In this situation, the firm cannot immediately expand internationally without losing its competitive advantage.

Under a contender strategy, firms focus on defending and strengthening their domestic position while gradually upgrading capabilities to prepare for future global competition. This may involve improving efficiency, investing in technology, forming selective alliances, or learning from foreign competitors operating in the home market.

Option A describes conditions suitable for an extender strategy, where firms can leverage transferable assets internationally. Options C and D reflect low pressure to globalize and are more consistent with defender or dodger strategies rather than contender behavior. Therefore, option B best captures the conditions under which the contender strategy is applied in response to MNE competition.

**NEW QUESTION # 78**

Which scenario demonstrates a monopoly created by a resource?

- A. An author copyrights a new book.
- B. A bridge is so infrequently used that it has a large fixed cost and negligible marginal cost.
- C. A software company copyrights the code for new software.
- D. A new rare jewel is found, and only one mine in the world has it.

**Answer: D**

Explanation:

InGlobal Economics for Managers, a resource-based monopoly arises when a single firm controls a unique, scarce resource that cannot be easily replicated or accessed by competitors. Option D correctly illustrates this situation. When only one mine in the world possesses a rare jewel, the firm owning that mine has exclusive control over the supply of that resource, creating monopoly power. This type of monopoly differs from legal or technological monopolies. The monopoly exists not because of government protection or intellectual property rights, but because of natural scarcity. Competitors cannot enter the market without access to the same resource, and alternative sources may be unavailable or prohibitively costly. As a result, the monopolist can restrict output and charge prices above marginal cost.

Option A describes a natural monopoly based on cost structure rather than resource ownership. Options B and C describe legal monopolies created by copyright protection, not resource monopolies.

Thus, option D correctly demonstrates a monopoly created by control over a unique resource.

**NEW QUESTION # 79**

What are examples of regulatory pillars? (Choose TWO.)

- A. Reporting a crime because it is against the law to withhold information
- B. Refusing military service because of pacifist beliefs
- C. Paying parking tickets out of fear of a suspended driver's license
- D. Investing in foreign currencies because others view it as safe
- E. Stealing office supplies because most colleagues are doing the same thing
- F. Coasting through stop signs because it is common

**Answer: A,C**

Explanation:

InGlobal Economics for Managers, regulatory pillars are part of the institutional framework and refer to formal rules, laws, and enforcement mechanisms that guide behavior through coercion and legal sanctions.

Examples include laws backed by penalties for noncompliance, making options B and D correct.

Option B-reporting a crime because it is illegal to withhold information-clearly reflects compliance driven by legal obligation and enforcement. Option D-paying parking tickets out of fear of license suspension- also demonstrates behavior shaped by formal sanctions imposed by authorities.

The remaining options reflect normative or cognitive pillars, not regulatory ones. Options A and E describe behavior influenced by

social norms rather than laws. Option C reflects herd behavior and shared beliefs, a cognitive pillar. Option F reflects deeply held moral values, characteristic of normative institutions.

Global Economics for Managersemphasizes that regulatory pillars are especially important for managers because they define the legal boundaries of business activity and impose explicit costs for violations. Thus, options B and D accurately represent regulatory pillars.

## NEW QUESTION # 80

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