

# Global-Economics-for-Managers New Study Guide, Global-Economics-for-Managers Exam Guide

## C211 WGU Study Guide Exam: Global Economics for Managers Actual Test Questions and Revised Answers – Verified 2025/2026

- 1. Globalization:** Is the close integration of countries and peoples of the world which has been brought about by the enormous reduction of the cost of transportation and communication, and the breaking down of artificial barriers to the flows of goods, services, capital, knowledge, and (to a lesser extent) people across borders.
- 2. New view of Globalization:** A new force sweeping through the world in recent times that it is a new phenomenon beginning in the late 20th century, driven by recent technological innovations and a Western ideology focused on exploiting and dominating the world through a Multinational enterprises.
- 3. Evolutionary view of globalization:** A long run historical evolution since the dawn of human history. Historians are debating whether globalization started 2,000 or 8,000 years ago. Earliest traces of globalization goes back to the Assyrian, Phoenician, and Roman times.
- 4. Pendulum view of globalization:** A pendulum that swings from one extreme to another from time to time. Globalization is neither recent or one-directional. Risk management and scenario planning is needed.
- 5. What is Foreign Direct Investment (FDI)?:** Investment in, controlling and managing value-added activities in other countries. In other words, investment made by a firm or individual in one country into business interest located in another country. Most discussed foreign entrance is MNE.
- 6. MNE: Multinational Enterprise:** Is a firm that engages in FDI when doing business abroad. FDI sets apart MNEs and non-MNEs.
- 7. What different political views exists on FDI?:** -in developed economies, backlash against inbound FDI from certain countries is not unusual. Example, in the 1980s, Americans were alarmed by the significant Japanese inroads into the United States.  
-in some parts of the developing world, tension over foreign ownership can heat up. There were numerous incidents of nationalization and expropriation against MNE

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### WGU Global Economics for Managers (C211, UZC2) Sample Questions (Q29-Q34):

#### NEW QUESTION # 29

What is one benefit of small-scale entries into foreign markets?

- A. They give complete equity and operational control.
- B. They present easy opportunities to build market share.
- C. They demonstrate a strategic commitment to certain markets.
- **D. They focus on learning by doing while limiting the downside risk.**

**Answer: D**

Explanation:

Small-scale entry allows a firm to enter a foreign market cautiously, gain experience, and learn about local demand, institutions, competitors, distribution channels, and regulatory conditions without committing excessive capital. Option C is correct because learning by doing while limiting downside risk is the central advantage of small-scale entry. This approach is useful when market uncertainty is high or when managers lack reliable local knowledge. Option A is more consistent with large-scale entry, which signals major strategic commitment. Option B is incorrect because small-scale entry does not necessarily provide full control, especially if the firm uses partnerships, exporting, or limited investment. Option D is too optimistic because small-scale entry may limit speed and market-share growth. Its main benefit is controlled learning.

#### NEW QUESTION # 30

What is the definition of globalization?

- A. The spread of regulatory influence to a greater pool of subjects
- B. The achievement of a one-world market for goods and services
- **C. The close integration of countries and peoples of the world**
- D. The development of custom products for each segment of a population

**Answer: C**

Explanation:

In Global Economics for Managers, globalization is defined as the close integration of countries and peoples of the world, which makes option C the correct and most comprehensive answer. This definition reflects the central idea that globalization is a broad process through which national economies become increasingly interconnected and interdependent. It emphasizes integration rather than any single outcome such as trade expansion or regulatory change.

Globalization involves the growing cross-border movement of goods and services, capital flows, labor migration, technology transfer, and information exchange. For managers, this integration fundamentally alters business decision making by expanding market opportunities while simultaneously increasing exposure to global competition and risk. Firms must evaluate international sourcing options, global consumer demand, exchange rate movements, and geopolitical conditions when making strategic choices.

Option A is incorrect because globalization is not primarily defined by the expansion of regulatory authority.

While regulatory coordination may arise as economies integrate, it is a secondary effect rather than the core meaning of globalization.

Option B refers to product customization and market segmentation, which are managerial marketing strategies and not a defining feature of globalization. Option D is too narrow because globalization is not limited to creating a single global market for goods and services; it also includes international financial integration, labor mobility, and the diffusion of ideas and managerial practices.

According to Global Economics for Managers, globalization has been driven by trade liberalization, advances in transportation and communication technologies, and declining transaction costs. These forces enable firms to operate global value chains and consumers to access a wider variety of products at lower prices. At the same time, globalization introduces challenges such as increased competitive pressure, economic volatility, and political resistance, all of which managers must account for in decision making. Therefore, defining globalization as the close integration of countries and peoples accurately captures its scope and relevance within

the context of business decision making in the global environment.

### NEW QUESTION # 31

What is one of the OLI advantages outlined by John Dunning for why firms become multinational enterprises by engaging in foreign direct investment?

- A. Ownership advantages
- B. Competitive neutrality
- C. Location advantages
- **D. Internalization advantages**

**Answer: D**

Explanation:

In Global Economics for Managers, John Dunning's OLI framework explains why firms engage in foreign direct investment (FDI). One of its three components is internalization advantages, making option C correct.

Internalization advantages arise when a firm finds it more efficient to conduct business activities internally rather than through market transactions such as licensing or outsourcing. By internalizing operations, firms can reduce transaction costs, protect proprietary knowledge, maintain quality control, and avoid contractual disputes.

The OLI framework consists of:

\* Ownership advantages: firm-specific assets such as technology or brand reputation

\* Location advantages: benefits of operating in a particular country

\* Internalization advantages: gains from keeping activities within the firm When all three advantages are present, firms are more likely to pursue FDI rather than exporting or licensing.

Option D is not part of the OLI framework. Thus, option C is correct.

### NEW QUESTION # 32

Point A is on the same indifference curve as Point B. What can be said about the points?

- A. The consumer prefers bundle A over bundle B.
- B. Point B represents a bundle that costs more than Point A.
- C. Point A represents a bundle that costs more than Point B.
- **D. The consumer's preference for bundle A is the same as for bundle B.**

**Answer: D**

Explanation:

In Global Economics for Managers, an indifference curve represents all combinations of goods that provide the same level of satisfaction (utility) to a consumer. If Point A and Point B lie on the same indifference curve, the consumer is indifferent between the two bundles, making option B correct.

This means the consumer derives equal satisfaction from either bundle and has no preference for one over the other. Movement along an indifference curve reflects trade-offs between goods while maintaining constant utility.

Options A and D relate to cost, which is irrelevant to indifference curves. Option C is incorrect because preference differences occur only when points lie on different indifference curves.

Thus, option B correctly describes the implication of two points on the same indifference curve.

### NEW QUESTION # 33

Which entrant is able to erect significant barriers for other entrants?

- A. Late mover
- **B. First mover**
- C. Dodger
- D. Contender

**Answer: B**

Explanation:

In Global Economics for Managers, a first mover is a firm that enters a market early and is often able to erect significant barriers to

entry, making option B correct.

First movers can secure scarce resources, establish strong brand recognition, achieve economies of scale, and set technological or industry standards. These advantages make it difficult for later entrants to compete effectively.

Late movers benefit from reduced uncertainty but rarely control key assets. Contenders and dodgers are strategic responses to multinational enterprises, not timing-based entry categories.

Therefore, option B correctly identifies the entrant most capable of erecting significant entry barriers.

## NEW QUESTION # 34

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