**ENTERING FOREIGN MARKETS**

**BIND 2554**

**Summer 2020 (20-3)**

FINAL EXAM

1. Discuss the challenges that exporters and importers face in trying to structure the terms and conditions of their sales transaction.  What steps can the seller take to minimize legal and other risks that may arise during the course of the transaction?  What can the buyer do to best defend its interests?  How would your answers to the previous three questions differ if we were focusing on international licensors and licensees instead?  **(40 PERCENT)**

2.  Having secured a sizable and stable market share for its products in the U.S., a Pittsburgh-based manufacturer is interested in aggressively capitalizing on international sales opportunities.  You have been retained as a consultant to develop an entry strategy for targeted foreign markets.  What are the most critical issues to consider when deciding which entry mode is the most appropriate for a given firm?  What kinds of data should be evaluated and where might they be found?  How big or small a role is government likely to play, and why?  **(60 PERCENT)**

**Answers are due on JUNE 15th by 11:59pm—Good luck.  Please make sure to fully utilize the materials that were made available throughout the course.  Grading will be based on the comprehensiveness of your answers.  You can streamline your responses with bullet points, but make certain that the underlying points you are trying to convey are self-explanatory (there is only so much I can infer from what appears on the page).  A working guideline on length would be no more than 3-4 pages per question.**