

Daffodil International University
Department of Innovation & Entrepreneurship
Midterm Exam, Fall 2026
Course Code: 0418-321
Course Title: International Business

Semester: Fall 2026
Time: 1 Hour 30 Minutes
Section: 27 A

Examination: Midterm
Full Marks: 25
Teacher's Initial: DAF

Read the questions carefully. Answer all the questions.

Marks: 25 (5 × 5)

01. Al Raji, a student of the Department of Innovation and Entrepreneurship, is planning to export leather wallets to Asian countries. Based on the scenario, **explain** the factors he needs to consider to manage the global marketplace.

(5 Marks, CLO-1 Level-II)
02. **Explain** the major determinants of culture and **illustrate** how any three of them influence the strategy of an international brand, such as McDonald's in India.

(5 Marks, CLO-1 Level-II)
03. **Contrast** between greenfield and brownfield strategies of foreign market entry.

(5 Marks, CLO-1 Level-II)
04. Apurbo, the founder of Apurbo Agro, wants to export cows from Bangladesh to Saudi Arabia. **Apply** any three of Hofstede's cultural dimensions to **Analyze** how Apurbo should adapt his negotiation style and business approach in the new market.

(5 Marks, CLO-2 Level-III)
05. Rashed Real Estate, a Bangladeshi property developer of Savar Nama Bazar, Dhaka plans to expand its operations to Dubai, UAE. **Analyze** the four international business strategies and **identify** which one best suits Rashed Real Estate in the Dubai market, giving reasons for your choice.

(5 Marks, CLO-2, Level-IV)