

Chapter 1: Introduction: The new European business environment

Multiple Choice Questions

1. Which of the following influences contributes to the contemporary complexity of doing business in Europe?

- a. the frequent and rapid changes that the region experiences
- b. the region's geo-economic and geopolitical position
- c. the ambitious and advanced integration efforts in Europe and beyond Europe
- d. all of these

Ans: D

2. Which of the following best describes the idea of creating a 'unified Europe' to maintain peace and to create a common European culture?

- a. It is a relatively new idea that has been successfully implemented rapidly.
- b. It is an idea that has repeatedly resurfaced throughout European history.
- c. It is an idea that is still not fully accepted by European policy makers.
- d. It is an idea that emerged in the process of creating the EU.

Ans: B

3. Which of the following best describes the nature of the internal market objectives?

- a. The Single Market marries competitiveness with specific social ideals (e.g. welfare, human rights, equality).
- b. The Single Market focuses on competitiveness in preference to specific social ideals (e.g. welfare, human rights, equality).
- c. The Single Market sacrifices competitiveness in preference to specific social ideals (e.g. welfare, human rights, equality).
- d. none of these

Ans: A

4. When surveyed, which of the following are regularly identified as 'first' priorities by respondents in the EU?

- a. employment and stability
- b. research and development in new technologies
- c. freedom and ease with which one can travel
- d. all of these

Ans: A

5. Which of the following mythological stories represents the roots of the European motif?

- a. the story of Nike the Goddess of Victory
- b. the tale of King Midas
- c. the abduction of Europa
- d. the tale of Apollo the God of Light

Ans: C

6. What is the most accurate description of the symbolism captured by the twelve stars on the EU flag?

- a. harmony
- b. prosperity
- c. strength
- d. cooperation

Ans: A

7. Which of the following is the official anthem of the EU?

- a. Ride of the Valkyries from the second opera in Der Ring des Nibelungen by Richard Wagner
- b. the Viola Sonata Op. 120 No. 2 in E flat major by Johannes Brahms
- c. the left-hand Piano Concerto by Maurice Ravel
- d. Hymn of Joy from the Ninth Symphony composed by Ludwig van Beethoven

Ans: D

8. Which of the following best describes the concept of Europeanization?

- a. the European integration of economies and the development of common policies of EU Member States
- b. the diversity of markets and cultures and the diversity within companies as well as in the scope of their operations
- c. the European integration of economies and the development of common policies of EU Member States, and the diversity of markets and cultures and the diversity within and scope of companies in the EU
- d. none of these

Ans: C

9. Which of the following best describes the activities of international business?

- a. all of these
- b. investing in foreign locations
- c. exporting to foreign markets
- d. organizing to coordinate/manage activities across borders

Ans: A

10: According to the EU definition, what is the maximum number of employees for a SME?

- a. 49
- b. 149
- c. 249
- d. none of these

Ans: C