**Answers**

1. d) expand their value-adding operations

2. d) constant changes in global contexts

3. d) low risk in foreign markets

4. b) products, production, and marketing strategies

5. c) Rising costs of moving inventories to foreign markets

6. a) Exporting, licensing, joint venture, manufacturing

7. a) Exporting

8. d) joint venture; manufacturing

9. d) Creates possible future competition

10. a) Higher-level resource commitment

11. a) International economic environment

12. d) International political-legal environment

13. c) standardization

14. c) price

15. a) ethnocentrism