

WESTERN GOVERNORS UNIVERSITY (WGU) BUS2070 D080 MANAGING IN A GLOBAL BUSINESS ENVIRONMENT PRACTICE EXAM (SAMPLE) STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE**

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which entry strategy allows for shared resources and risks between two or more businesses?**
 - A. Licensing
 - B. Franchising
 - C. Joint ventures
 - D. Exporting
- 2. What aspect is a primary focus when discussing FDI restrictions?**
 - A. Increasing outsourcing
 - B. Maintaining economic independence
 - C. Encouraging regulatory challenges
 - D. Promoting access to foreign resources
- 3. What does import refer to in international trade?**
 - A. Transfer of products between domestic firms
 - B. Sales to foreign buyers
 - C. Purchases from foreign producers
 - D. Production of goods for local markets
- 4. What is the primary purpose of Horizontal Foreign Direct Investment (FDI)?**
 - A. To provide input to core operations
 - B. To sell surplus in the market
 - C. To open a new market or build in another country
 - D. To enhance labor rights and environmental quality
- 5. What does product specialization involve for companies aiming to globalize?**
 - A. Transferring the full production process to a single low-cost location
 - B. Introducing multiple products across various markets
 - C. Using diverse production locations for different products
 - D. Outsourcing marketing processes to local firms

- 6. What is the role of civil law judges in a legal proceeding?**
- A. They interpret the law and jury determines facts
 - B. They apply law codes and rarely use juries
 - C. They provide religious guidance for legal decisions
 - D. They create new laws based on current events
- 7. Which factor is considered a benefit when implementing outsourcing in a company?**
- A. Focus on non-core activities
 - B. Greater discipline in operations
 - C. Higher fixed costs
 - D. Loss of competitive advantage
- 8. Which of the following describes the creation of new markets in a global context?**
- A. Reinforcing existing consumer demands in foreign markets
 - B. Creating new demand by reducing ticket prices
 - C. Focusing solely on high-end consumer segments
 - D. Limiting market entry to domestic consumer preferences
- 9. What aspect did the Uruguay Round also cover that is crucial for trade?**
- A. Tariff elimination strategies
 - B. Intellectual Property rights
 - C. Environmental protections
 - D. Healthcare policies
- 10. Which cultural orientation emphasizes future rewards and perseverance?**
- A. Short-term orientation
 - B. Indulgence
 - C. Long-term orientation
 - D. Masculinity

Answers

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1. C
2. B
3. C
4. C
5. A
6. B
7. B
8. B
9. B
10. C

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Explanations

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1. Which entry strategy allows for shared resources and risks between two or more businesses?

- A. Licensing
- B. Franchising
- C. Joint ventures**
- D. Exporting

The entry strategy that allows for shared resources and risks between two or more businesses is a joint venture. In a joint venture, two or more companies come together to create a new entity, pooling their resources, expertise, and capital to pursue a specific business goal. This collaboration enables the involved parties to share both the advantages and the potential risks associated with the new venture. For example, companies may combine their market knowledge, technological capabilities, and production facilities to navigate a new market more effectively and efficiently. By sharing risks, such as financial investment and market uncertainties, companies can undertake projects that they might not be able to do independently. Other strategies like licensing and franchising involve one business granting the rights to another to use its brand or technology, but they do not typically share risks and resources to the same extent as a joint venture. Exporting focuses more on selling products produced in one country to buyers in another, without forming a partnership or sharing resources with another business. Thus, joint ventures uniquely facilitate a cooperative approach in which businesses can leverage each other's strengths while mitigating risks.

2. What aspect is a primary focus when discussing FDI restrictions?

- A. Increasing outsourcing
- B. Maintaining economic independence**
- C. Encouraging regulatory challenges
- D. Promoting access to foreign resources

Maintaining economic independence is a primary focus when discussing foreign direct investment (FDI) restrictions because countries often implement these restrictions to safeguard their domestic markets and protect their sovereignty. By limiting foreign ownership or control within certain sectors, nations seek to maintain greater control over their economic resources, industries, and overall national interests. This can be particularly important in strategic sectors like telecommunications, energy, and national security, where excessive foreign influence could compromise a country's autonomy and decision-making power. FDI restrictions are often a response to concerns about the potential negative impacts of foreign ownership, such as capital flight, job losses, or exploitation of local resources. By enforcing regulations that prioritize local businesses and industries, countries attempt to ensure that economic benefits remain within their borders and that they can retain a level of control over their economic trajectories.

3. What does import refer to in international trade?

- A. Transfer of products between domestic firms
- B. Sales to foreign buyers
- C. Purchases from foreign producers**
- D. Production of goods for local markets

Import in international trade specifically refers to the act of purchasing goods or services from foreign producers. When a country imports, it is acquiring products that are manufactured or grown in another country and bringing them into its own market for consumption or resale. This process is a crucial part of global trade dynamics, as it allows countries to access products that may not be available domestically or to obtain goods at a lower cost than if they were produced locally. The context of imports is essential in understanding the balance of trade, which compares the total value of imports and exports for an economy. A healthy import-export balance can indicate a robust economy that is engaging effectively in the global marketplace. The other options refer to different trade or economic activities: transferring products between domestic firms pertains more to internal trade rather than international commerce, sales to foreign buyers describes exports rather than imports, and production of goods for local markets relates to domestic operations instead of international trade. These distinctions emphasize the specific nature of imports as the purchase of goods from international sources.

4. What is the primary purpose of Horizontal Foreign Direct Investment (FDI)?

- A. To provide input to core operations
- B. To sell surplus in the market
- C. To open a new market or build in another country**
- D. To enhance labor rights and environmental quality

The primary purpose of Horizontal Foreign Direct Investment (FDI) is to open a new market or build operations in another country. This type of investment involves a company expanding its operations into a foreign market by establishing or acquiring facilities that allow it to produce the same or similar goods and services it offers in its home country. The goal is to reach new customers, diversify market opportunities, and increase market share in a different geographic area. By entering a new market, companies can capitalize on local demand, reduce transportation costs, customize their products for local preferences, and enhance their competitive edge. This strategic move helps businesses to mitigate risks associated with market fluctuation in their home country and can lead to better resource allocation globally. The focus on establishing a physical presence in another country distinguishes Horizontal FDI from other forms of investment, such as vertical FDI, which typically involves investing in different stages of the production process.

5. What does product specialization involve for companies aiming to globalize?

- A. Transferring the full production process to a single low-cost location**
- B. Introducing multiple products across various markets
- C. Using diverse production locations for different products
- D. Outsourcing marketing processes to local firms

Product specialization in the context of globalization involves focusing on a specific product or a narrow range of products rather than spreading resources too thin by offering a wide variety across multiple markets. This specialization allows companies to enhance efficiency, improve product quality, and capitalize on the expertise and capabilities of specific production locations. Opting to transfer the full production process to a single low-cost location effectively aligns with product specialization because it allows companies to streamline operations and reduce costs while concentrating on optimizing the production of a particular product. This creates a competitive advantage as companies can leverage economies of scale and harness the specialized skills available in that location. Other options suggest different approaches that don't directly correlate with the essence of product specialization in a global context. For example, introducing multiple products across various markets reflects a diversification strategy rather than specialization. Using diverse production locations for different products implies a broader production strategy that spreads resources, which is contrary to the focus and efficiency that product specialization aims for. Outsourcing marketing processes to local firms can enhance market reach but does not pertain directly to the specialization of products or production processes. Thus, transferring the full production process to a single low-cost location is the most aligned with the concept of product specialization, enabling focused and efficient production necessary for successful globalization.

6. What is the role of civil law judges in a legal proceeding?

- A. They interpret the law and jury determines facts
- B. They apply law codes and rarely use juries**
- C. They provide religious guidance for legal decisions
- D. They create new laws based on current events

In a legal proceeding, civil law judges primarily apply codified laws and legal codes, which is a foundational aspect of civil law systems. Unlike common law systems, where judges often have greater discretion to interpret laws and can create legal precedents through their rulings, civil law judges operate within a structured framework of established codes. They make decisions based on the specific provisions of these codes, ensuring consistency and predictability in the application of the law. In civil law jurisdictions, juries are not commonly used, as the judge typically takes on the role of both evaluating the facts of the case and applying the relevant law. This contrasts with other systems where juries determine facts while judges provide legal interpretation. Therefore, the role of civil law judges is focused on applying these laws rather than creating new laws or interpreting them in a broader context. Their function is more about adjudication within the confines of existing legal frameworks.

7. Which factor is considered a benefit when implementing outsourcing in a company?

- A. Focus on non-core activities
- B. Greater discipline in operations**
- C. Higher fixed costs
- D. Loss of competitive advantage

Outsourcing is often pursued to allow companies to concentrate on their core competencies while delegating non-core activities to external providers. This strategic focus enables companies to allocate resources more effectively, enhance efficiency, and innovate in areas that are critical to their competitive advantage. By outsourcing non-core functions, businesses can streamline their operations and improve overall performance, making option B—greater discipline in operations—a valid interpretation of one of the key benefits of outsourcing. This approach can lead to establishing clearer procedures and stronger operational control as specialized vendors often have best practices and expertise in managing specific tasks. Therefore, outsourcing can result in improved discipline in terms of performance monitoring and operational execution due to the focused nature of the external provider's business model. In considering other choices, higher fixed costs do not align with the benefits of outsourcing since this strategy typically seeks to reduce costs through variable pricing models associated with service providers. Similarly, the focus on non-core activities is an outcome of outsourcing rather than a direct benefit, and the loss of competitive advantage indicates a negative consequence that can occur if outsourcing is not managed carefully.

8. Which of the following describes the creation of new markets in a global context?

- A. Reinforcing existing consumer demands in foreign markets
- B. Creating new demand by reducing ticket prices**
- C. Focusing solely on high-end consumer segments
- D. Limiting market entry to domestic consumer preferences

Creating new markets in a global context often involves innovative strategies that generate demand beyond existing consumer patterns. The correct choice highlights the strategy of generating new demand by reducing ticket prices, which can make products or services more accessible to a broader audience. When prices are lowered, it allows new segments of consumers—who may have previously deemed the product too expensive—to enter the market, thus expanding the overall market size. This approach is particularly significant in global markets where price sensitivity can vary greatly among different regions and demographics. By reducing prices, companies can capture not only those who were already potential customers but also those who would not have otherwise engaged with the product due to cost constraints. This tactic can lead to increased market penetration and can stimulate competition, encouraging further innovation and growth. In contrast, reinforcing existing consumer demands in foreign markets might focus on sustaining current market trends rather than fostering new market growth. Solely focusing on high-end consumer segments would limit the potential customer base and neglect opportunities to tap into emerging middle-class consumers, particularly in developing economies. Limiting market entry to domestic consumer preferences fails to leverage the diverse needs and desires of international consumers, which is crucial for truly creating new markets.

9. What aspect did the Uruguay Round also cover that is crucial for trade?

- A. Tariff elimination strategies
- B. Intellectual Property rights**
- C. Environmental protections
- D. Healthcare policies

The Uruguay Round was a significant series of negotiations that took place under the General Agreement on Tariffs and Trade (GATT) from 1986 to 1994, which ultimately led to the establishment of the World Trade Organization (WTO). One of the pivotal achievements of the Uruguay Round was its focus on intellectual property rights. The incorporation of intellectual property into trade negotiations marked a crucial shift in how countries regulate and protect innovations, trademarks, copyrights, and patents. This move reflected the growing importance of intellectual property in the global economy, particularly in industries such as pharmaceuticals, technology, and entertainment, where IP plays a central role in maintaining competitive advantage and fostering innovation. By establishing legal standards for intellectual property protection, the Uruguay Round aimed to create a more predictable and secure international trading environment. This not only benefits firms by protecting their innovations but also encourages investment in research and development, ultimately leading to economic growth. In essence, ensuring robust intellectual property rights under international law strengthens the legal framework for global trade, facilitating the flow of goods and services across borders.

10. Which cultural orientation emphasizes future rewards and perseverance?

- A. Short-term orientation
- B. Indulgence
- C. Long-term orientation**
- D. Masculinity

The focus on long-term orientation emphasizes the importance of future rewards and the value placed on perseverance and hard work. Cultures with a long-term orientation prioritize planning for the future, saving, and being patient in the pursuit of success. This cultural dimension is often seen in societies that recognize the necessity of working diligently over time to achieve significant outcomes, valuing traditions that promote such behavior. In contrast, a short-term orientation typically emphasizes immediate results and benefits, rather than focused long-term investments. Indulgence is related to the gratification of human desires and enjoying life in the present moment, which does not inherently prioritize future rewards. Masculinity, on the other hand, refers to a cultural dimension that values competitiveness, achievement, and material success rather than specifically focusing on long-term considerations. Thus, the long-term orientation stands out clearly as the choice that embodies the emphasis on future rewards and perseverance.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

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We wish you the very best on your exam journey. You've got this!

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