

Homework due on.....

CASE STUDY : Globalisation of the TV set supply chain

'Small Screen, Smaller World- Think you know where your TV was made? Take a peek inside - you may be surprised by what you find', Walid Mougayar, Yale Center for the Study of Globalization, 2002.



« Television set has also been one of globalization's greatest beneficiaries. (...) Can you think of another consumer product where, year after year, average prices have fallen, even as its features have become richer? How does the TV-manufacturing industry, with its famously thin profit margins, continue to deliver better price/performance on a global basis? And what's behind the ever-increasing penetration of TV sets, ahead of the telephone, the Internet and the personal computer in overall adoption and usage? », William Mougayar is president of CYBERManagement, a consultancy focused on the intersection of business strategy, technology and globalization.

Instructions.

Visit the **Yale Centre for the Study of Globalisation**, click on 'Yale Global online' > 'History of Globalisation', then select the **case study** about the '**Globalization of The Television Supply Chain : smaller screen smaller world**' (<http://yaleglobal.yale.edu/about/history.jsp>). Visit both html pages and [Flash Presentation](#).

Questions. 2 x6 marks + 4 marks (essay) + 4 marks (English expression)

1. How many TV sets are there in the world today?
2. How can you explain the double-digit growth in LDCs (less developed countries)?
3. Define what the 'supply-chain' is in the electronics (you may also visit www.businessdictionary.com). Look at the flash presentation: *Where do components come from? Where are they assembled? Give specific examples. What are the main countries involved in the production of TV sets.*
4. What key factors explain the globalisation and dynamism of TV manufacturing since the 1970s?
5. What key factors also affect TV prices?
6. Select two countries to show how far they have been integrated in the globalisation process.
7. In conclusion, why do we consider the TV production industry a symbol of the globalisation process which affects our economies and our societies today ? (personal essay)

