

1- The decision whether to internationalize or not means the decision to:

- a. none of the above
- b. all of the above
- c. go global
- d. adapt products to local markets
- e. standardize products to local markets

2 - Saturation of domestic markets is a driver of global marketing

True

False

3 - Global competition is a driver of global marketing

True

False

4 - Need for global cooperation is a driver for global marketing

•True

•False

5 - One of the below factors is NOT part of the PESTEL analysis

- a. Legal environment
- b. Sustainable environment
- c. Political environment
- d. Economic environment
- e. none of the above

6 - which of the following is used to describe a framework for the analysis of macroenvironmental factors:

- a. PESTEL analysis
- b. SWOT analysis
- C. All of the above
- d. Case study analysis

7 - The following are examples of Economic Factors except:

- A. Interest rates
- B. conomic growth
- C . none of the above
- D . Trade restrictions

8 - These factors include demographic and cultural aspects of the external macroenvironment and affect customer needs and the size of potential markets

- a. None of the above
- b All of the above
- c. Social factors
- d. Political factors
- e. Economic factors

9- This type of strategy calls for the development of a product or service that offers unique attributes that are valued by customers;

- a. Differentiation strategy
- b. Cost leadership strategy
- c. Focus strategy

10 - Barriers to entry an international market arise from the following sources except:

- a. None of the above
- b. Patent and proprietary knowledge
- c. Technology
- d. Government

11- which of the following is the primary context of industry rivalry?

- a. Competitor's level
- b. Business unit
- c. Market level

12 - Which of the following I explained in class as a 'mirror of the company'?

- a. All of the above
- b. Positioning statement
- c. Mission statement
- d. Purpose statement
- e. Vision statement

13- We conduct the PESTEL analysis both for the sending country and the receiving country.

True

False

14- In the marketing plan, PESTEL analysis is part of the:

- a. Marketing plan
- b. All of the above
- c. Situation analysis
- d. SWOT analysis
- e. None of the above

15 - Internationalization is about entering new markets and deciding on a global marketing strategy.

True

False

16 - Embargoes is an example of Nontariff Barriers.

True

False

17 - Quotas is an example of Nontariff Barriers.

True

False

18 - Import deposits are an example of Tariff Barriers.

True

False

19 - in international marketing, a company that has markets in many countries has a:

a. Psychographic orientation

b. Market orientation

c. Standardization orientation

d. Ethnocentric orientation

e. Policentric orientation

20 - A firm that offers global products with local adaptation has a:

a. Geocentric orientation

b. Polycentric orientation

c. Regioncentric orientation

d. Ethnocentric orientation

21- Coca Cola is an example of USA's cultural imperialism.

True

False

22- The act of consumers not buying a product for a specific reason is called a Buycott.

True

False

Q-23 Mecca Cola is a product that was developed as an alternative to Coca Cola, because people in the Middle East don't like sugar in the original Coca Cola.

True

False

24 - Modification of the marketing mix to adapt to new local conditions costs more money to the company.

True

False

25 - Which mode of entry involves a business allowing others to trade under its name for a fee and share of profits?

- a. Merger
- b. Exporting
- c. Joint venture
- d. Franchising
- e. Direct investment

26 - Mergers take place when 2 businesses agree to integrate as a single organization.

True

False

27 - Strategic alliances occur when one business buys out another by purchasing a majority stake.

True

False

28 - Strategic alliances are similar to joint ventures, except that in a strategic alliance, the two firms do not form a new business with a separate legal identity.

True

False

29 - Which one of the below is NOT a mode of entry to a market?

- a. Importing
- b. Licensing
- c. Joint venture
- d. Exporting
- e. greenfield venturing

30 - Which entry mode a firm chooses depends on:

- a. All of the above
- b. None of the above
- c. Economic conditions of the target market
- d. Firm's size
- e. Financial strengths

31 - Hofstede's Cultural Dimensions include 6 dimensions.

True

False

32-Q Psychological Distance is one dimension of Hofstede's Cultural Dimensions.

True

False

33. indulgence versus restraints is one dimension of Hofstede's cultural dimensions

True

False

34. Which dimension of Hofstede's Cultural Dimensions explains the perceived gap between top and the bottom of the organization hierarchy?

- a. Masculinity versus femininity
- b. Individualism versus Collectivism
- c. power distance
- d. uncertainty avoidance

35 - Which dimension of Hofstede's Cultural Dimensions explains the levels of competition amongst employees in comparison to the levels of teamwork and nurturing?

- a. Masculinity versus femininity
- b. Individualism versus Collectivism
- c. Uncertainty avoidance
- d. Indulgence versus constraints
- e. Cultural Dimensions

36 - Which dimension of Hofstede's Cultural Dimensions explains the extent to which employee prefer rules, routines, and rituals?

- a. Masculinity versus femininity
- b. Individualism versus Collectivism
- c. Uncertainty avoidance
- d. Indulgence versus constraints
- e. Cultural Dimensions

37 - The main purpose of Porter's five Forces Model is to decide which product to launch.

True

False

38. in relation to porter's five forces: This question. "Is your product affordable compared to you competitors' product? Explains the bargaining power of consumer

True

False

39 Barriers to entry are related to which force of below Porter's five forces?

a. Supplier power

b. None of the above

c. all of the above

d. Buyer power

e. Competitive rivalry

40. in porter's five forces, if I want to enter an international market and I find that there is too much competition, this is called:

a. none of the above

b. power of buyer

c. power of the supplier

d. threat of substitute

e. competitive rivalry