Q-1

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

Select one:A

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

Q-2

Saturation of domestic markets is a driver of global marketing

Select one:F

True

• False

Q-3

Global competition is a driver of global marketing

Select one:T

True

False

Q-4

Need for global cooperation is a driver for global marketing

Select one:T

•True

•False

Q-5

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

Select one:B

a. Legal environment

b. Sustainable environment

c. Political environment

d. Economic environment

e. none of the above

Q-6

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

Select one:A

a. PESTEL analysis

b. SWOT analysis

C. All of the above

d. Case study analysis

Q-7

The following are examples of Economic Factors except:

Select one:

• a. Interest rates

B Economic growth

C none of the above

D Trade restrictions

Q-8

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

Select one:C

a. None of the above

b All of the above

c. Social factors

d. Political factors

e. Economic factors

Q-9

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

Select one:A

• a. Differentiation strategy

b.Cost leadership strategy

c.Focus strategy

Q-39

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

Select one: B

a. Supplier power

b. None of the above

c. all of the above

d. Buyer power

e. Competitive rivalry

Q-13

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

Select one: T

True

False

Q-14

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

Select one:B

a. Marketing plan

b. All of the above

c. Situation analysis

d. SWOT analysis

e. None of the above

Q:29

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

Select one: A

a. Importing

b. Licensing

c. Joint venture

d. Exporting

e. greenfield venturing

Q-35

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

Select one:A

a. Masculinity versus femininity

b. Individualism versus Collectivism

c. Uncertainty avoidance

d. Indulgence versus constraints

e. Cultural Dimensions

Q-26

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

Select one: T

True

False

Q-37-

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

Select one:F

• True

False

Q-25

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

Select one:D

a. Merger

b. Exporting

c. Joint venture

d. Franchising

e. Direct investment

Q-10

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

Select one:A

a. None of the above

b. Patent and proprietary knowledge

c. Technology

d. Government

32-Q

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

Select one:F

True

False

Q-20(I don’t know)

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

Select one:

• a. Geocentric orientation

b. Polycentric orientation

• c. Regioncentric orientation

d. Ethnocentric orientation

Q-31

Hofstede's Cultural Dimensions include 6 dimensions.

Select one:T

True

False

Q-24

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

Select one:F

True

False

Q-21

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

Select one: T

True

False

Q-22

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

Select one: F

True

False

Q-19

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

Select one:

a. Psychographic orientation

b. Market orientation

c. Standardization orientation

d. Ethnocentric orientation

e. Policentric orientation

Q-16

Embargoes is an example of Nontariff Barriers.

Select one:T

True

False

Q-30

Which entry mode a firm chooses depends on:

Select one:A

a. All of the above

b. None of the above

c. Economic conditions of the target market

d. Firm's size

e. Financial strengths

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.

Select one:F

True

False

Q-15

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

Select one:F

o True

• False

Q-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.

select one: T

True

False

Q-17

Quotas is an example of Nontariff Barriers.

Select one:T

• True

False

Q-18

Import deposits is an example of Tariff Barriers.

Select one:F

True

False

29-

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

Select one:A

a. Importing

b. Licensing

c. Joint venture

d. Exporting

e. greenfield venturing

Q-27

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

Select one:F. (This Acquisition)

True

False

Q-11

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

Select one:B

a. Competitor's level

b. Business unit

c. Market level

Q-12. (I don’t know the answer)

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

Select one:

a. All of the above

b. Positioning statement

Mission statement

Purpose statement

Vision statement

Q-13

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

Select one:T

True

False