1. Hofstede's Cultural Dimensions include 6 dimensions. Answer: True
2. Psychological Distance is one dimension of Hofstede's Cultural Dimensions. Answer: False
3. Select one: 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
   * Answer: all of the above
4. Select one: 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
   * Answer: d. Exporting
5. 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.

Answer: True

1. Strategic alliances occur when one business buys out another by purchasing a majority stake. Answer: False
2. Modification of the marketing mix to adapt to new local conditions costs more money to the company. Answer: True
3. Mergers take place when 2 businesses agree to integrate as a single organization. Answer: true
4. Select one: 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
   * Answer: d. Franchising
5. Saturation of domestic markets is a driver of global marketing. Answer: true
6. We conduct the PESTEL analysis both for the sending country and the receiving country. Answer: true
7. Select one: 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
  + Answer: c. Situation analysis

1. True/False: Embargoes are an example of Nontariff Barriers. Answer: True
2. Internationalization is about entering new markets and deciding on a global marketing strategy. Answer: True
3. Quotas are an example of Nontariff Barriers. Answer: True
4. Select one: A firm that offers global products with local adaptation has a:
   * a. Geocentric orientation
   * b. Polycentric orientation
   * c. Regioncentric orientation
   * d. Ethnocentric orientation
   * Answer: b. Polycentric orientation
5. Select one: 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
   * Answer: Market orientation
6. Need for global cooperation is a driver for global marketing. Answer: True
7. 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
   * Answer: Sustainable environment
8. Select one: 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
   * Answer: a
9. Import deposits are an example of Tariff Barriers. Answer: False
10. Coca-Cola is an example of USA's cultural imperialism. Answer: False
11. The act of consumers not buying a product for a specific reason is called a Buycott. Answer: False
12. 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. Answer: True
13. Barriers to entry is related which forces of porter’s five forces?
    * Threats of new entrance
14. Barriers to entry an international market arise from the following sources except:
    * Patent and proprietary knowledge
    * Technology
    * Government
    * None of the above
15. Which of the following is the primary context of industry rivalry?
    * Competitor’s level
16. The main purpose of porter’s Five Forces model is to decide which product to launch.
    * False
17. Which dimension of Hofstede’s cultural dimensions explains the level of competition amongst employees in comparison to the levels of teamwork and nurturing
    * Masculinity Vs Femininity