Marketing 3350- 003

Group 6—Chapter 8 Quiz

1. A \_\_\_\_\_ is defined as a tax levied on a good imported into a country.
2. Quota
3. Exchange Rate
4. Tariff
5. Trade agreement
6. Which of these is not apart of a country’s infrastructure?
7. Highways
8. Power Lines
9. Prisons
10. Hospitals
11. It is the global \_\_\_\_\_\_\_\_ which offers marketing managers specifically three potential global product or service options from selling the same product to introducing an entirely new product.
12. Business Unit
13. **Product Strategy**
14. Marketing Mix
15. Product assortment
16. The level of economic development, as well as differences in product and technical standards, help determine the need for and level of \_\_\_\_\_\_\_.
17. Product creation
18. Product mix
19. Product testing
20. **Product adaptation**
21. Which one of these is a key element of a country’s government actions?
22. Tariff
23. Quota
24. Exchange Control
25. **All of the above**
26. Global STP is more complicated than domestic STP because
27. **Foreign consumers view products and their roles differently**
28. Prices in the foreign market are significantly different
29. Other countries are just more complicated than ours
30. There is usually only one subculture in foreign markets
31. Which of these is not one of the 4 key elements of a country’s infrastructure?
32. Commerce
33. GDP
34. Transportation
35. Distribution Channels
36. The United States in it’s recent economic history has become a nation dependent on importing more goods than it is exporting, This economic state is called
37. Trade inefficiency
38. Imbalance of trade
39. Trade inequality
40. Trade deficit
41. The processes by which goods, services, capital, people, information, and ideas flow across national borders are referred to as
42. **Globalization**
43. Offshoring
44. World trade
45. Internationalization
46. Exporting
47. Because the US imports more goods than it exports, it operates under a
48. Trade surplus
49. **Trade deficit**
50. Import surplus
51. Export deficit
52. Imbalanced trade
53. An internal search involves?
54. The Producer
55. The Salesmen
56. **The Buyer**
57. The CEO
58. The method of Alternative evaluation involves?
59. The consumer buying product
60. **The consumer engaging in the information search**
61. The consumer evaluating alternatives
62. The consumer finalizing a purchase
63. A post purchase is?
64. The first step in a transaction
65. The final step in information search
66. **The final step in the consumer decision process**
67. The final purchase of the day
68. What are sets of criteria needed to assess a country’s market?
69. Economic analysis
70. Infrastructure and technological analysis
71. Government actions or inactions
72. Sociocultural analysis
73. All of the above
74. Which is the most widely economic metric used?
75. Relative level of imports and exports
76. Gross domestic product
77. Purchasing power parity
78. None of the above
79. Which entry strategy has the least financial risk associated with it?
80. Direct investment
81. Joint venture
82. Strategic alliance
83. Franchising
84. Exporting
85. Which entry strategy has the most significant risks associated with it?
86. Direct investment
87. Joint venture
88. Strategic alliance
89. Franchising
90. Exporting
91. \_\_\_\_\_\_ is the market value of the goods and services produced by a country in a year
92. trade deficit
93. Gross national income (GNI)
94. **Gross domestic product (GDP)**
95. Purchasing power parity (PPT)
96. Together, the following major trade agreements cover two-thirds of the world’s international trade
97. European Union
98. NAFTA
99. CAFTA
100. ASEAN
101. All of the above
102. According to Hofstede’s dimensions concept, which of the following dimensions is NOT offered?
103. Power distance
104. Individualism
105. Time management
106. Time orientation

1. C

2. D

3. B

4. D

5. D

6. A

7.

8. D

9. A

10. B

11. C

12. B

13. C

14. E

15. B

16. E

17. A

18. C

19. E

20. C