Marketing Group 7 Quiz

1. What are the four governmental actions?
   1. Tariffs, quotas, exchange control, trade agreements
   2. NAFTA, CAFTA, ASEAN, USAA
   3. Tariffs, teams, govern, quotas
   4. Trade agreements, quotas, tariffs, money
2. What is the process by which goods, services, capital, people, information, and ideas flow across national borders?
   1. Globalization
   2. Glocalization
   3. Urbanization
   4. Communication
3. A global marketing strategy inlcudes what two components:

a. simplifying the supply chain and increasing non-human development index

b. develop market strategies through globalization and determining market mix

c. keeping ethnocentrism of a company and not localizing approach due to cultural and religious differences

d. determining the target markets to pursue and developing a marketing mix that will sustain a competitive advantage over

1. What a is sociocultural factor?
   1. Individualism
   2. Social-Awareness
   3. Socia-Anxiety
   4. Street Smart
2. What are the global entry strategies?
   1. Direct Investment, Joint-Venture, Importing, Exporting
   2. Exporting, Strategic Alliance, Franchising, Direct Investment, Joint-Venture
   3. Importing, Trading, Economic planning, Joint-venture
   4. Strategic Alliance, Corporate partnerships, Indirect investments, Exporting
3. In settings in which customers earn very low wages, the market is known as \_\_\_\_.
   1. The bottom of the pyramid.
   2. The bottom of the Totem-Pole.
   3. The top of the pyramid.
   4. The top of the Totem-Pole.

7. What is formed when a firm is entering a new market pools its resources with those of a local firm to form a new company with ownership, control, and profits are shared.

1. Franchising
2. Direct Investment
3. Joint Venture
4. Trade Agreements

8. Culture exists on two levels. What are they?

1. Visible Artifacts and Attitude
2. Underlying Values and Visible Artifacts
3. Behaviors and Underlying Values
4. Visible Artifacts and Strategies

9. What are the four countries that have the greatest potential for expansion and growth

1. Brazil, Russia, India, China
2. USA, Mexico, Canada, Saudi Arabia
3. Australia, New Zealand, South Africa, Nigeria
4. Germany, France, UK, USA

10. Which of the following is not one of four main components of the Country Market Assessment?

1. A. Economic Analysis using metrics
2. B. Sociocultural analysis
3. C. Segmentation
4. D. Government actions

11. Which of the following countries listed would be considered the most power distant?

1. A. Panama
2. B. Chile
3. C. Denmark
4. D. Canada

12. Which of the following is not one of Hofstede's dimensions in his cultural dimension model?

1. Power Distance
2. Masculinity
3. Individualism
4. Cultured

13.Global Distribution Strategies form complex value chains that involve all of the following except…

1. Manufacturers
2. Middlemen
3. Exporters
4. Importers
5. Different Transportation systems

14. Which of the following does not complicate marketers’ ability to communicate with customers in various countries?

1. Language
2. Customs
3. Technology
4. Culture

15. What is the act of producing goods in one country and selling them in another?

1. Exporting
2. Tariff
3. Quota
4. Franchising

16. \_\_\_\_\_ involves a binding contractual agreement between two businesses where the marketing operations are tightly controlled and often standardized.

1. Exporting
2. Direct Investment
3. Franchising
4. Joint Venture

17. Which global entry strategy has the highest degree of risk?

1. Joint Venture
2. Direct Investment
3. Franchising
4. Strategic Alliance

18. What are consequences of a Joint Venture?

a. it is a Limited Liability Corporation

b. Ownership is separated from each person involved

c. ownership, control, and profits are shared.

d. all of the above.

19. What is used to address or avoid such issues, one important cultural classification scheme in firms?

a. Geert Hofstede’s cultural dimensions

b. Maslow’s Hierarchy of Needs

c. Economic Analysis

d. Knowledge of culture where business is to be located.

20. Which of the following is NOT a component of a country market Assessment?

a. Economic analysis

b. Government actions

c. Infrastructure

d. Time Orientation