Group 8:

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Quiz 5

1. Which of the following describes a company that is heavily engaged in

International trade, beyond exporting and importing?

1. Global Corporation
2. Multinational Corporation
3. International Corporation
4. Prestige Worldwide Corporation

2. What is known to be the largest Latin American Trade Agreement?

 A. Uruguay Round

 B. The Latin Deal

 C. Mercosur

 D. The South American Exchange

3. Which of the following changes has the Uruguay Round made in world trading practices?

 A. Agriculture

 B. Textiles and Apparrel

 C. Financial, legal and accounting practices

 D. All the above

4. Which of the following replaced the General Agreement on Tariffs and Trade (GATT)?

 A. World Trade Organization (WTO)

 B. European Union (EU)

 C. Group of Twenty (G-20)

 D. World Bank

5. Which agreement formed by Canada, the U.S., and Mexico, created the world’s then-largest free trade zone?

 A. General Agreement on Tariffs and Trade (GATT)

 B. Central America Free Trade Agreement (CAFTA)

 C. North American Free Trade Agreement (NAFTA)

 D. European Union (EU)

6. Which of the following organizations assist troubled nations by providing loans and also works to promote trade through financial cooperation?

 A. World Bank

 B. International Monetary Fund (IMF)

 C. Central World Fund

 D. United Nations Donations

7. Which of the following is an intermediary who assumes all ownership risks and sells globally for its own account?

 A. Buyer for export

 B. Export Broker

 C. Export Agent

 D. Export Assistant

8. Which answer choice describes a private label manufacturing by a foreign company?

 A. Direct Foreign Investment

 B. Joint Venture

 C. Contract Manufacturing

 D. International Manufacturing

9. Which of the following is the sale of an exported product at a price lower than that charged for the same or a like product in the “home” market of the exporter?

 A. Floating Exchange rates

 B. Countertrade

 C. Dumping

 D. Straight Barter

10. Which is deemed the greatest high risk/high return according to the Risk Levels for Five Methods of Enterting the Global Marketplace?

 A. Joint Venture

 B. Licensing

 C. Direct Investment

 D. Contract Manufacturing

Answers:

1. B
2. C
3. D
4. A
5. C
6. B
7. A
8. C
9. C
10. C

Ch.5 Quiz

GROUP 10

1. Which of the following external factors do global marketers not face?
2. culture
3. political structure
4. economic development
5. demographic makeup
6. none of the above
7. A tax levied on goods entering a country is known as:
8. a tariff
9. a boycott
10. a quota
11. a trade agreement
12. market grouping
13. Marketing factors that affect global marketing include:
14. Economic Development
15. Culture
16. Politics
17. Natural Resources
18. All of the above
19. What is a benefit of Globalization?
20. Increasing productivity
21. Prohibiting competition
22. Raising living standards
23. Both a. and c.
24. What are the characteristics of a developed country?
25. Complex
26. Sophisticated
27. Basic
28. Both A and B
29. Which category does Direct Investment fall under?
30. low risk low return
31. low risk high return
32. high risk high return
33. high risk low return
34. Enables a manager to understand that customer and distribution networks operate worldwide
35. Global vision
36. Global market
37. Market Mixing
38. Demographic
39. Which is not a negative aspect of global trade?
40. The productivity and living standards of people are raised.
41. Employers often threaten to outsource jobs if workers don't accept pay cuts.
42. Service and white-collar jobs are increasingly vulnerable to operations moving offshore.
43. Millions have lost jobs due to imports
44. The degree of probability that the possible outcomes of a particular course of action will occur
45. Risk
46. Exporting
47. Intuition
48. Lincensing
49. Feelings, beliefs, and hunched that come readily to mind, require little effort and information gathering, and result in on-the-spot decisions is
50. Global market standardization
51. Capital intensive
52. Intuition
53. Multidomestic

1.E

2.A

3.E

4.D

5.D

6.C

7.A

8.A

9.A

10. C