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Chapter 7 Quiz

1. What type of economic condition is represents nearly 75% of the world’s  population?

a.       Highly industrialized countries

b.       Less-developed countries

c.       Newly industrialized countries

d.       None of the above

2. Which activities show that ritual can be found in consumer behaviors?

a.       Gift giving

b.       Food preparation

c.       Grooming

d.       All of the above

3. The consolidation and mergers taking place in the advertising industry are creating more and more:

a.       Global agencies

b.       National agencies

c.       Local agencies

d.       Foreign agencies

4. Which is NOT a downside of local agencies:

a.       Can have local communication problems

b.       A lack of standardization can be expensive and potentially disastrous for brand imagery

c.       They have well-established contracts for market information, production, and media buys

d.       Each agency in each market will feel compelled to provide a unique creative execution

5.  Local agencies and international affiliates share the advantage of knowing the local market.

            a. True

            b. False

6.  One of the more stable and dependable observed cultural differences among peoples of the world is a continuum from:

            a. Individualism to collectivism

            b. Cowardly to brave

            c. Individualism to collectivism

            d. Lean to obese

7.  The tendency to view and value things from the perspective of ones own culture     is:

            a. Ethnocentrism

            b. Demographic dividend

            c. Picturing

            d. Self- reference criterion

8.  The first step in assessing whether a brand should be globalized is determining:

            a. If the literal translation of the copy is appropriate to all markets

            b. Is available media can reach all markets

            c. The extent to which a brand can be standardized across markets

            d. The cost of globalization and the cost of localization

9.  What perpetuates a culture’s connections to its core values?

a. Rituals

b. Values

c. Beliefs

d. Standards

10.   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ audience research on basic economic, social, and cultural    conditions is an essential starting point for planning international promotion.

a. Cross-cultural

b. Creative

c. Media

d. Regulatory

11.  As a general rule, picturing is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Culturally Bound

b. One-dimensional

c. Not Culturally Bound

d. Four-dimensional

12.  What is a basic barrier to cross-cultural communication?

a. Written Language

b. Spoken Language

c. Both A and B

d. None of the above

13. What is the most localized medium worldwide?

            a. Newspapers

            b. Magazines

            c. Television Commercials

            d. Local Media

14. Advertising regulations can impose limitations in which of the following areas ?

            a. Types of products that can be advertised

            b. Kinds of data that can be collected from consumers

            c. Types of message appeals that can be used

            d. All of the above

15. Global agencies are?

            a. A worldwide advertising group

            b. Agencies in third world countries

            c. Agencies that typically don’t make a lot of money

            d. Agencies that don’t know anything about the product

16. Cross culture audience analysis involves evaluation in which of the target countries?

            a. Economic conditions

            b. Demographic characteristics

            c. Values

            d. All of the above

17.  International brand promotion is?

            a. Branding that is only in your country

            b. Brand promotion that reaches across national and cultural boundaries

            c. Branding only for foreign products

            d. All of the above

18.  To succeed in international markets, marketers must overcome

            a. Ethnocentrism

            b. Self reference criterion

            c. International brand promotion

            d. Both A and B

19. Culture values are?

            a. Only the male beliefs in a culture

            b. Only the female beliefs in a culture

            c. Enduring beliefs about what is important to the members of a culture

            d. None of the above

1. B

2. D

3. A

4. C

5. A

6. C

7. A

8. C

9. A

10. A

11. A

12. C

13. A

14. D

15. A

16. D

17. B

18. D

19. C

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