Chapter 7 Questions

1. What is a major problem for international marketers as they seek to promote their brands around the world?
   1. eco. conditions
   2. demographic characteristics
   3. values
   4. customs and rituals
   5. product use and preferences
   6. **all the above**
2. What 3 distinctive challenges do worldwide marketers face in executing campaigns?
   1. **creative, media, and regulations**
   2. demographics, economics, and financial
   3. none of the above
3. What perpetuates a culture to the point of being “invisible” to native participants?
   1. **customs and rituals**
   2. values
   3. product use and preferences
4. These agencies offer marketers the expertise needed to develop and execute brand promotion campaigns in int. markets:
   1. **advertising agencies**
   2. consulting agencies
   3. political agencies
   4. all of the above
5. \_\_\_\_\_\_\_\_\_\_ is the preparation and placement of brand communication in different national and cultural markets
   1. **international brand promotion**
   2. promotion
   3. ethnocentrism
   4. none of the above
6. \_\_\_\_\_\_\_\_\_\_ is the unconscious reference to one’s own cultural values, experiences, and knowledge as a basis for decisions
   1. demographic dividend
   2. **self-reference criterion (SRC)**
   3. ethnocentrism
   4. newly industrialized countries
7. What is an advertising agency in a foreign market hired because of its knowledge of the culture and local market conditions?
   1. **local agency**
   2. localized campaigns
   3. universal agency
   4. international agency
8. What is picturing?
   1. drawing pictures
   2. imagining pictures
   3. **creating representations of things**
   4. taking pictures

9. \_\_\_\_\_ is the tendency to view and value things from the perspective of one's own culture.

1. demographic dividend
2. **ethnocentrism**
3. SRC
4. newly industrialized countries

10. What percentage of the world’s population do less-developed countries represent?

1. 50%
2. 80%
3. **75%**
4. 10%

11. Which of the following is NOT something that can be a regulation for advertising in international markets?

1. Types of products that can be advertised
2. Advertisements directed at children
3. **People used in the advertisements**
4. Types of messages that can be used.

12. What is another term for global agencies?

1. **Worldwide advertising groups**
2. International marketers
3. National sellers
4. Everywhere advertisements

13. What campaign promoting milk looked essentially the same in the United States as in South America?

1. **“Got Milk”**
2. “Soy Milk”
3. “Almond Milk”
4. “Goat Milk”

14. Which of the following is NOT attributed to creating common norms and values among teenagers around the world?

1. Global communications
2. Global travel
3. The demise of communism
4. **Creation of The European Union**

15. When using a global approach to brand promotion, marketers need to distinguish between \_\_\_\_\_\_\_ and execution.

1. **Strategy**
2. Planning
3. Implementing
4. Designing

16. If a globalized campaign defies local customs, values, and regulations, or if it ignores the efforts of local competition, then it is unlikely to \_\_\_\_\_\_.

1. Be redesigned
2. **Succeed**
3. Fail
4. Be taken seriously

17. Which of the following is one of the three broad classes of economic development?

1. Less-developed countries
2. Newly industrialized countries
3. Highly industrialized countries
4. **All of the above**

18. \_\_\_\_\_\_\_\_\_\_\_\_\_ is defined as a favorable climate for economic expansion in developing nations as a result of falling labor costs, a younger and healthier population, and entry of women into the workforce.

1. **Demographic dividend**
2. Ethnocentrism
3. Picturing
4. International brand promotion

19. Which of the following is defined as foreign-market advertising agencies with which a local agency has established a relationship to handle international advertising needs?

1. International brand promotion
2. **International affiliates**
3. Global agencies
4. All of the above

20. Which of the following represents the two campaigns that planning for brand promotion in international markets involves?

1. Local versus universal
2. **Globalized versus localized**
3. International versus residential
4. Regional versus international

1. F

2. A

3. A

4. A

5. A

6. B

7. A

8. C

9. B

10. C

11. C

12. A

13. A

14. D

15. A

16. B

17. D

18. A

19. B

20. B