CHAPTER 8 QUIZ QUESTIONS:

1.A trade deficit occurs when:

a. A country imports more goods than it exports

b. A country doesn’t allow trade with other countries

c. Citizens illegally trade goods amongst each other

d. The level of exports surpasses the level of imports

2.Infrastructure is defined as the basic facilities, services, and installations necessary for a community or society to function. Which of the following is NOT part of infrastructure?

a. Water and power lines

b. Public institutions such as post offices and schools

c. Transportation and communication systems

d. Ample community events and fundraisers

3.A tariff is also called a :

a. Tar

b. Body

c. Insert

d. Duty

4.“A tax levied on a good imported into a country” is the definition of:

a. Infrastructure

b. Tariff

c. Quota

d. Franchising

5.Which of the following is not part of "the BRIC countries"?

a. Brazil

b. Russia

c. India

d. Canada

6.This term means when a group refuses to deal commercially with a firm to protest against its policies?

a. Tariff

b. Quota

c. Boycott

d. Franchise

7.Which of the following is NOT an action the government can implement to influence the global marketplace?

a. Quota

b. Population Growth

c. Tariff

d. Trade agreement

8.Which of the following accurately represents the countries that make up what is known as the BRIC countries?
a) Britain, Russia, Italy, China
b) Brazil, Russia, India, China
c) Brazil, Russia, Indonesia, Chile
d) Bolivia, Romania, India, Columbia

9.The global Strategy a firm chooses depends on...
a) Advertising restrictions
b) Exchange rates
c) Export-import requirements
d) The needs of its target market

10.Which of the following is NOT an example of infrastructure and technology?

a) Channels

b) Communication

c) Transportation

d) Exchange Control

11.A company importing more goods then they export is..

a) A trade surplus

b) A negative trade

c) A trade deficit

d) A positive trade

12. The regulation of a country’s currency exchange rate is..

a) A trade agreement

b) A quota

c) exchange control

d) A tariff

13. The cultural dimension described as the extent to which the society relies on orderliness, consistency, structure, and formalized procedures to address situations that arise in daily life is

a) Power distance

b) Uncertainty Avoidance

c) Time Orientation

d) Indulgence

14. All of the following are examples of countries that are high on individualism EXCEPT:

a) Guatemala

b) The United States

c) Australia

d) Canada

15.Franchising is best described as:

a) Collaborative relationships between independence firms

b) A contractual agreement between a firm, the franchisor, and another firm or individual

c) When a firm entering a market pools its resources with those of a local firm.

d) When a firm maintains 100 percent ownership of its plants, operation facilities and offices in a foreign country

16.STP stands for:

a) Segmentation, Targeting, and Posting

b) Selling, Targeting, and Producing

c) Selling, Targeting, and Positioning

d) Segmentation, Targeting, and Positioning

17. When a company initially develops products for niche or underdeveloped markets then expands them to their original home markets, this is called

a) Opposite Innovation

b) Glocalization

c) Reverse Innovation

d) Expanding Innovation

18. When a firm entering a marked pools its resources with those of a local firm what is formed?

a) A Joint Venture

b) A Franchise

c) A Company

d) A Strategic Alliance

19. Which of the following is NOT one of the four areas of assessing global markets?

a) Economic analysis using metrics

b) Sociocultural analysis

c) Political analysis

d) Government actions

20. Which of the following countries is NOT part of NAFTA

a) The Unites States

b) The United Kingdom

c) Mexico

d) Canada

ANSWER KEY:

1.A

2.D

3.D

4.B

5.D

6.C

7.B

8.B

9.D

10.D

11.C

12.C

13.B

14.A

15.B

16.D

17.C

18.A

19.C

20.B