Chapter 7 Quiz Questions

1. What two biases must international marketers overcome?
2. Ethnocentrism
3. Self-Reference
4. None of the above
5. Both A and B
6. What is the preparation and placement of brand communication in different nations and cultural markets?
7. International brand promotion
8. Brand Promotion
9. Cultural Promotion
10. All of the above
11. What is the tendency to view and value things from the perspective of one’s own culture?
12. Self-reference
13. Ethnocentrism
14. Cultural Promotion
15. None of the above
16. What is the unconscious reference to one’s cultural values, experiences, and knowledge as a basis for decisions?
17. GDP
18. SRC
19. CBA
20. ITA
21. Economic conditions include \_\_\_\_
22. Less-developed countries
23. Newly industrialized countries
24. Highly industrialized countries
25. All of the above
26. Which country has the highest per capita GDP?
27. India
28. United States
29. Luxembourg
30. China
31. What are enduring beliefs about what is important to the members of a culture?
32. Rituals
33. Beliefs
34. Cultural Values
35. Customs
36. Rituals are involved in many consumer behaviors, such as?
37. Gift giving
38. Food preparation
39. Grooming
40. All of the above
41. What is creating representation of things?
42. Picturing
43. Expressions
44. A and B
45. None of the above
46. What country has an advertising restriction on gambling?
47. Germany
48. Greece
49. Italy
50. Switzerland

11. Worldwide marketers face 3 distinctive challenges in executing their campaigns: creative, media and \_\_\_\_\_\_?

A. Regulations

B. Marketing

C. Advertising

D. Market.

1. Countries whose economies lack most resources necessary for development: capital, infrastructure, political stability, and trained workers are known as
2. Less-Developed countries
3. Developed countries
4. Fast growing countries
5. None of the above
6. \_\_\_\_\_\_\_ are advertising agencies with a worldwide presence
7. Global agencies
8. Marketing
9. Advertising
10. Social Media
11. Advertising agency in a foreign market hired because of its knowledge of the culture and local market conditions is called…
12. Local Agency
13. Worldwide agency
14. Statewide agency
15. All the above
16. Young people around the world that have a lot in common is know as
17. Global youth
18. Localized campaigns
19. Social youth
20. Local youth
21. 75% of the worlds population lives in
22. Less developed countries
23. Highly industrialized countries
24. Newly developed countries
25. None of the above
26. \_\_\_\_\_\_\_ is an obvious expression of values in a culture.
27. Religion
28. Dress
29. Style
30. Appearance
31. When using a global approach to brand promotion, marketers need to distinguish between strategy and \_\_\_\_\_\_\_\_.
32. Execution
33. Determination
34. Effort
35. Satisfaction.
36. Cofounding the media challenge is the issue of media cost and \_\_\_\_\_\_\_\_.
37. Pricing
38. Locating
39. Market
40. Media costs
41. The greatest challenge marketers in international markets face is
42. Media Challenge
43. Targeting challenge
44. Positioning challenge
45. Promotion challenge

**Answer Key**

1. D
2. A
3. B
4. B
5. D
6. C
7. C
8. D
9. A
10. C
11. A
12. A
13. A
14. A
15. A
16. A
17. A
18. A
19. A
20. A