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Chapter 8 quiz

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1.The following are all components of the country market assessment except?

a. Economic analysis

b. Infrastructure and Technology

c. Governmental actions

d. Target Market

2.What does a trade deficit signal to economic analysts?

a. Strong competition from foreign producers

b. Greater opportunity

c. The total amount of production taking place in a country

d. A dramatic economic downturn is near

3.A country with a trade surplus \_\_\_\_\_\_\_

a. Imports more goods than it exports

d. Exports as many goods as it imports

c. Exports more goods than it imports

d. Imports as many goods as it exports

4.The Infrastructure and technology side of a country assessment considers

a. Transportation

b. Channels

c. Communication

d. Commerce

e. All of the above

5.The Governmental actions portion of a country assessment includes

a. Tariffs

b. Quotas

c. Exchange control

Trade agreements

All of the above

6.When a country has a trade deficit

a. Their trade balance is equal

b. They export more than they import

c. They import more than they export

d. Their trade balance is positive

7.Which of the following is NOT a Global Entry Strategy?

a. Direct Investment

b. Joint Venture

c. Exchange Control

d. Exporting

8.Things like Transportation, Channels and Communication are parts of which section regarding a Country Market Assessment?

a. Sociocultural Analysis

b. Infrastructure and Technology

c. Economic analysis using metrics

d. Governmental Actions

9.What are the two components that make up a global marketing strategy?

a. Determine target markets to pursue and develop a marketing mix that will have an advantage over time

b. Understand the culture to make sure your factory meets their standards, and donate money to local charities to win over customers

c. Find which city has the best value for advertising before choosing a location, and ensure that you are doing what is best for your company

d. Take a look at loopholes with tariffs to minimize costs and develop a plan to produce your product at the lowest cost.

10.Of the market entry strategies, which strategy involves the least risk?

a. Franchising

b. exporting

c. joint venture

d. strategic alliance

11.Selling the same product or service in both the home-country and the host-country is known as \_\_\_?

a. a tariff

b. replication

c. localization

d. globalization

12.What is formed when a firm entering a market pools its resources with those of a local firm?

a. joint venture

b. partnership

c. teamwork

d. outsource firm

13.\_\_\_\_\_\_ is the willingness to accept social inequity as natural

a. power distance

b. uncertainty avoidance

c. individualism

d. masculinity

14. A(n)\_\_\_\_\_ also called a duty, is a tax levied on a good imported into a country

a. quota

b. tariff

c. exchange control

4. embargo

15. A(n)\_\_\_\_\_ is formed when a firm entering a market pools its resources with those of local firms

a. Strategic Alliance

b. Joint venture

c. Franchise

d. Direct Investment

16. Franchising is a contractual agreement between

a. a franchisee and a foreign country

b. a home country and a foreign investor

c. a franchisor and a franchisee

d. two franchisees

17. The two firms in strategic alliances are

a. one independent firm and one dependent firm

b. two independent firms

c. two dependent firms

d. always a wholesaler and a retailer

18. What percent of ownership does a direct investment require a firm to maintain

a. greater than 50%

b. less than 50%

c. exactly 50%

d. 100%

19. A \_\_\_\_\_\_\_ limits the amount of product that can be brought into a country

a. quota

b. tariff

c. embargo

d. sales tax

20. An\_\_\_\_\_\_ bans the importation of a certain product into a country

a. quota

b. embargo

c. tariff

d. sales tax