Ch 8 sec 3

1) the components of a country market assessment includes all of the following except:

A. government actions and laws

B. sociocultural analysis

C. pricing and product decisions

D. infrastructure and technology

C is correct

2) What is the name of a tax levied on a good imported into a country?

A. tariff

B. Sales

C. Money

D. Rice

A is correct

3) \_\_\_\_\_\_ is the market value of goods and services produced by a country in a single year

A. Gross national income

B. Gross domestic product

C. Purchasing power parity

D. Trade surplus

B is correct

4) \_\_\_\_\_\_ means producing goods in one country and selling them in another.

A. Tarrif

B. Outsourcing

C. Exporting

D. Franchising

D is correct

5) The United States suffers from a \_\_\_\_\_ which means the country imports more goods than its exports.

A. Trade Deficit

B. Trade Surplus

C. Purchasing power parity

D. Infrastructure

A is correct

6) \_\_\_\_\_\_ Refers to the processes by which goods services capital people information and ideas flow across national borders

A. Globalization

B.Trading

C. Purchasing Power

D. Market Growth

A is correct

7) Globalization refers primarily to the evolution of what?

A. Humans

B. Products

C. Markets

D. Languages

C is correct

8) Which of these in not a BRIC country?

A. Brazil

B. Russia

C. Indonesia

D. China

C is correct

9) A trade deficit means that a country?

A. Exports more goods than it imports

B. Imports and exports an equal amount of goods

C. Imports more goods than it exports

D. Has a healthy balance of trade

C is correct

10) A \_\_\_\_\_ is an intergovernmental agreement designed to manage and promote trade activities for a specific region?

A. Trading bloc

B. Trade Agreement

C. Trade Surplus

D. Trade Deficit

B is correct

11)Which of the following components involves tariffs, quotas, exchange control, and trade agreements?

A. Sociocultural Analysis

B. Economic Analysis

C. Infrastructure and Technology

D. Governmental actions

D is correct

12) Which of these is not considered a global pricing strategy?

A. Competitive Factors

B. Tariffs

C. Quotas

D. Credit Card laws

D is correct

13) Which of the following consists of GDP plus the net income earned from investments abroad?

A. Gross Domestic Product

B. Gross Nation Income

C. Trade Surplus

D. Purchasing Power Parity

B is correct

14) Which of the following factors is included in gross national income but not gross domestic product

A. Value of goods produced in a country

B. Value of goods imported into a country

C. Income from foreign investments

D. value of services produced in a country

C is Correct

15) Which of the following refers to all the benefits the product will provide for consumers or business customers?

A. Augmented product

B. Good

C. Core Product

D. Actual Product

C is Correct

16) Some details used to evaluate the general economic environment include \_\_\_\_\_

A. uncertainty avoidance

B. The trade deficit or surplus

C. Transportation

D. The GDP

B is correct

17) Which Country is not included on NAFTA?

A. Canada

B. Mexico

C. United States

D. United Kingdom

D is correct

18) Exchange control refers to the regulation of a country \_\_\_\_\_\_?

A. Unemployment rate

B. GDP

C. Trade Deficit

D. Currency Exchange Rate

D is Correct

19) A strategic alliance is a type of \_\_\_\_ for a firm to expand into the foreign market?

A. Foreign direct investment

B. Global licensing strategy

C. Global exporting strategy

D. Global entry strategy

D is Correct