Chapter 2 Quiz

1. What is the name of the policy adopted by a government to give domestic companies and advantage?
A. Tariff
B. Equal Trade Policy
C. Protectionism
D. General Agreement on Tariffs and Trade
2. What external environments must a firm consider and better understand when going global?
A. Economic, Competitive, Technological, Political/Legal, Sociocultural
B. Economic, Competitive, Political/Legal, Sociocultural
C. Economic, Competitive, Religious, Political/Legal, Sociocultural
D. Economic, Competitive, Technological, Political/Legal, Environmental
3. Fill in the blanks:
Gray Market Goods: Are items manufactured \_\_\_\_\_\_\_\_\_ a country then \_\_\_\_\_\_\_ without the consent of the trademark holder.
A. inside, exported
B. inside, imported
C. outside, imported
D. outside, exported
4. Which term suggests that what is ethical in one culture is not necessarily the same as in another culture?
A. Ethical Virtue
B. Ethical Neutrality
C. Ethical Relations
D. Ethical Relativism
5. What is NOT an example of bribery?
A. A drug-lord paying a witness to not testify
B. A politician paying someone for their vote
C. Convincing and paying someone to cover your night shift
D. Giving a policeman money to let you go
6. Which of the following is defined as the flow of goods and services among different countries -- the total value of all the exports and imports of the world’s nations?
	1. World trade
	2. Countertrade
	3. World Trade Organization (WTO)
	4. Protectionism
7. Firms consider four steps when determining whether or not to go global. Which of the following is the third step in the process?
	1. Develop marketing mix strategies
	2. Develop standardization across operations
	3. Market-entry strategy and commitment
	4. “Go” or “no-go”
8. Which of the following refers to limitations set by a government on the amount of a product allowed to enter or leave a country?
	1. Tariffs
	2. Embargo
	3. Quota
	4. Protectionism
9. France, Germany, Greece, Ireland, and Italy are all members of which economic community?
	1. CACM
	2. EU
	3. ASEAN
	4. SAPTA
10. Which of the following refers to a form of protectionism that stipulates a certain proportion of a product must consist of components supplied by industries in the host country or economic community?
	1. Nationalizatism
	2. Economic sanctions
	3. Expropriation
	4. Local content rules

11. What **Isn’t** a reason that many leaders want a single marketplace?

a. global warming

b. greenhouse effect

c. to protect the future of the planet

d.arab spring

12. For a number of years, consumers and world leaders have argued that the development of free trade and a single global marketplace will benefit us all because

1. it allows people who live in developing countries to enjoy the same economic benefits as citizens of more developed countries.
2. It’s good for economic growth for all countries
3. It would bring the world together
4. It would promote democracy everywhere

13. If a firm retains the same product for domestic and foreign markets, the company is demonstrating which type of product strategy?

1. Product invention strategy
2. Backward invention strategy
3. Product adaptation strategy
4. Straight extension strategy

14.When marketers scout the world for opportunities, it helps to consider a country’s \_\_\_\_\_

1. Level of economic development
2. Standard living
3. BOP
4. GDP

15.In 1976 France, Germany,Italy,Japan,U.K, and U.S formed the what?

1. G6
2. G7
3. FGIJS
4. Business cycle

16. Which of the following are intermediaries a firm uses to represent it in other countries?

A. Inside merchants

B. General merchants

C. Import merchants

D. Export merchants

17. Direct investment is when a firm \_\_\_ internationally through ownership.

A. Expands

B. Contracts

C. Diminishes

D. Simplifies

18. A firm has three choices when it decides on a product strategy. Which of the following is NOT one of the choices?

A. Sell the same product in the new market

B. Modify it for that market

C. Decide location for production

D. Develop a brand-new product to sell there

19. When someone in authority extracts payment under duress refers to which of the following?

A. Briery

B. Extortion

C. Promotion

D. Reparation

20. What countries are members of the Andean Community?

A. Bolivia, Colombia, Ecuador, Peru

B. Brazil, Paraguay, Uruguay, Argentina

C. Costa Rica, El Salvador, Honduras

D. Canada, Mexico, United States

Answer Key

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

16. D

17. A

18. C

19. B

20. A