Ch 7 MC: Market Promotions

1. Why may ad picturing be difficult in International advertising?

1. Different cultural interpretations
2. Unreasonably high prices of print
3. Low transportation costs
4. None of the above

2. Why is it important to have International Markets?

A.      Expanding Globally

B.      More people to sell too.

C.      Domestic Market Saturated

D.      All of the above

3. What are Cultural Blinders?

A.      Differences in Cultures

B.      Barriers in trying to communicate

C.      Culturally diverse glasses

D.      None of the above

4. What two biases must international marketers overcome?

A.      Ethnocentrism and Self Reference Criterion

B.      Wealth and power

C.      Culture prowess and ideology

D.      Globalization and Trade Ideas

5. Standardized messages bring

1. more expenses and create a common brand image worldwide
2. cost savings and create a common brand image worldwide
3. cost savings and create a different brand image worldwide
4. more expenses and create a different brand image worldwide

6. Which of the following is not one of the three distinctive challenges worldwide marketers face in executing their campaigns?

1. Regulations
2. Location
3. Creative
4. Media

7. How do we avoid cultural blindness?

A.      Advertising Planning

B.      Marketers conducting Cross Culture Audience Analysis

C.      Both A and C

D.      None of the Above

8. What describes Economic Conditions?

A.      Less developed countries

B.      Newly industrialized countries

C.      Highly industrialized countries

D.      All of the above

9. Which is a newly industrialized countries?

A.      China

B.      United States

C.      South Korea

D.      Sudan

10. How are demographic characteristics changing?

A.      Birth rates dropping

B.      More entering careers

C.      Highly industrialized countries have reverse pyramids

D.      All of the above

11. Global communications provide

1. standardized messages and homogenize viewers
2. complex messages and homogenize viewers
3. standardized messages and heterogeneous viewers
4. complex messages and heterogeneous viewers

12. Which of the following technologies help global television networks combat dramatically different media costs?

1. Cable
2. iOS
3. Direct Broadcast by Satellite
4. Google

13. Which of the following are advertising agencies used by marketers to help promote their brand in international markets?

1. International Affiliates
2. Local Agencies
3. Global Agencies
4. All of the above

14. The unconscious reference to one’s own cultural values refers to:

1. Ego
2. Self Reference Criterion
3. Brand Promotion
4. Demographic Selection

15. Globalized campaigns involve \_\_\_\_\_\_\_ customization among countries, whereas localized campaigns feature \_\_\_\_\_ customization for each market

1. heavy, little
2. little, little
3. little, heavy
4. heavy, heavy

16. What campaign is a good example of a global communication challenge?

1. Toyota’s Prado Land Cruiser launch
2. Coca Cola’s rebranding
3. Art Institute of Chicago’s “Van Gogh BnB” campaign
4. None of the above

17. The UK company Ofcam’s ban of TV ads for food high in fat, salt and sugar is a good representation of what type of advertising challenges faced by advertising agencies?

1. Media
2. A and C
3. Creative
4. Regulation

18. As consumers around the world become more similar, \_\_\_\_\_\_\_ campaigns may become more prevalent

1. local
2. regional
3. national
4. global

19. Which of the following is an international affiliate advertising agencies?

1. Acceleration Partners
2. Pepsi
3. Infinite
4. Nike, INC

20. Global agencies tend to have

1. Diseconomies of Scale
2. Economies of Scope
3. Economies of Scale
4. Diseconomies of Scope

Answer Key:

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