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Asalam O Alikum

MKT630- International Marketing

2 Papers of FINALTERM EXAMINATION

Correct solved papers with reference By

Muhammad Afaaq,

Remember me In Your Prayers

Best regard's

Ch Muhammad Afaaq (Arrein)

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Specialization in (HRM) Completed

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If not than raise ur standard

That's about me ... !

Paper # 01

FINALTERM EXAMINATION

Fall 2008

MKT630- International Marketing (Session - 2)

Solved by Muhammad Afaaq

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Marks: 81

Question No: 1 Franchising in a business field is working on which of the following rule?

Management-oriented

Production-oriented

Workforce-oriented

Market-oriented

MCQ # 13

http://wps.pearsoned.co.uk/ema_uk_he_hollensen_globalmark_4/64/16424/4204786.cw/content/index.html

Question No: 2 An organization that wants to emphasize high quality will offer customers more than ___ enforced by the courts.

Performance levels

Quality levels

Implied warranties

http://books.google.com.pk/books?id=zuc3AwAAQBAJ&pg=PA105&lpg=PA105&dq=An+organization+that+wants+to+emphasize+high+quality+will+offer+customers+more+than+Implied+warranties++++++++enforced+by+the+courts.&source=bl&ots=zaAfcHMrmM&sig=z-6NgrKkPoo9SoeGrdDVn3s_dOk&hl=en&sa=X&ei=EVIBVOHsNsfPaNeegegB&ved=0CBsQ6AEwAA#v=onepage&q=An%20organization%20that%20wants%20to%20emphasize%20high%20quality%20will%20offer%20customers%20more%20than%20Implied%20warranties%20%20%20%20%20%20%20%20%20%20%20%20enforced%20by%20the%20courts.&f=false

Quantity level

Question No: 3 A marketer require information for multipurpose, which one is **NOT** fall in such kind of information?

Competitor information

Market potential

Prescriptive information

Imitation information

Lesson # 8

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Categories for global marketing information requirements:

Managers need a vast variety of information for successfully operating in international markets. In the

following are described seven categories in which managers need timely and comprehensive information to make appropriate business decisions.

- **Marketing Mix:** to add, delete, change products, stage of product life cycle, marketing/sales campaign, distribution channel selection, price/demand and profitability analysis.

- **Competitor information:** corporate, business, functional strategies, market share.

- **Foreign exchange info:** interest rates, exchange rates, balance of payment, attractiveness of a country's currency, and expectations of analysts.

- **Market potential:** demand estimates, consumer behavior, review of products, channels, communication media, and market performance.

- **Prescriptive info:** laws, regulations, rulings concerning taxes, earnings, dividends in both home & host countries.

- **Resource info:** availability of human, financial, information, physical resources.

- **General conditions:** overall review of socio-cultural, political, technological environments.

Question No: 4 One's own culture or company knows best how to do things Identify which of the following concept is consistent with given statement?

Ethnocentrism

Self-reference criterion

<http://quizlet.com/12908626/business-ethics-1-flash-cards/>

&

SRC (self-reference criterion) is an unconscious reference to one's own cultural values, experiences, and knowledge as a basis for decisions.

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<http://globalsocialmediamarketing.com/international-strategic-management/international-marketing/>

Cultural elitism
Isolationism

Question No: 5 Which one of the following is an acronym of SWOT?

Strategy, working, opinion, tactical
Strengths, weaknesses, opportunities, threats

Lesson # 02

Page # 06

SWOT analysis - strengths, weaknesses, opportunities, and threats

Strategy, work, openness, toughness
Strategy, weakness, opinions, tactics

Question No: 6 A customer requirement about any product in which he/ she needs to avail core features in that product, is called:

Real need
Stated need

(MKT-501) Marketing Management

Lesson # 04

Page # 09

CONSUMER NEED

It is not always simple. It is difficult to correctly ascertain. A customer says, 'I want an inexpensive car' what is he saying? He wants a car that is not expensive. So he needs a car but not expensive compared to his income. Needs are

- Stated need (an inexpensive Car)
- Real need (wants a car which is lower in maintenance)
- Unstated need (he wants a strong car)
- Delighted need (he wants a road map of his country)

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e. Secret need (he wants image in that car)

Unstated need
delighted need

Question No: 7 Mention the correct order in finding potential customer according to your marketing expertise.

Segmentation, demand measurement, targeting, positioning
Demand measurement, segmentation, targeting, positioning

http://www.zeeopedia.com/read.php?international_marketing_process_international_marketing&b=37&c=4

Once the marketer has identified the potential opportunities in the first step now is the time to select the groups of potential international customers (target markets) to whom to sell the products or services.

This step also involves identifying the potential buyers, demand measurement & forecasting, market segmentation, market targeting & market positioning

Segmentation, targeting, positioning, demand measurement
Demand measurement, targeting, segmentation, positioning

Question No: 8 A marketer require information for multipurpose, which one is NOT fall in such kind of information?

Competitor information
Market potential
Prescriptive information
Imitation information

Lesson # 8

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- Prescriptive info: laws, regulations, rulings concerning taxes, earnings, dividends in both home & host countries.

- Resource info: availability of human, financial, information, physical resources.

- General conditions: overall review of socio-cultural, political, technological environments.

Question No: 9 Identify the system of account that record a nation s international financial transaction.

Balance of trade

Balance of payment

The system of accounts that records a nation's international financial transactions is called its balance of payments.

<http://books.google.com.pk/books?id=BDrTGmurY7kC&pg=PA41&dq=Balance+of+Payments+is+the+system+of+account+that+record+a+nation+s+international+financial+transaction.&hl=en&sa=X&ei=GlsBYNqdFpLiaOqkpgC&ved=0CB4Q6AEwAA#v=onepage&q=Balance%20of%20Payments%20is%20the%20system%20of%20account%20that%20record%20a%20nation%20s%20international%20financial%20transaction.&f=false>

&

<http://www.cobocards.com/pool/en/card/404122694/online-karteikarten-the-system-of-accounts-that-records-a-nation-s-international-financial-transactions-is-ca-/>

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Balance of import

Balance of export

Question No: 10 An international marketer needs information about its competitor. Identify the nature of information required in this regard?

On continuous basis

Lesson # 09

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A firm needs information about its competition in international markets on a continuous basis to make appropriate decisions.

On sudden basis

once required

once updated information

Question No: 11 Kind of information like channels of distribution: their shape, functions, evolution & performance belongs to which broad category?

Marketing mix information

Lesson # 09

Page # 20

Marketing Mix:

Marketing mix related information is essentially needed by marketers to decide and implement marketing strategies. Since international marketing often involves sending products and materials to a distant markets, aspects of logistics also becomes more important. The key areas of marketing mix for which information is needed by international marketers are given as follows:

- Channels of distribution: their shape, functions, evolution & performance.
- Relative pricing, elasticities, and tactics of competitors
- Advertising & promotion: choices available in international markets and their impacts on customers.

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- Service quality perceptions in various international markets and relative positioning of competing brands/products
- International and domestic logistics networks, their configuration and future change

Product related information

Competitor information

Advertising information

Question No: 12 All of the following are the forms of export subsidies **EXCEPT:**

Tax breaks

Products price support

Cheaper resources

Regulate foreign businesses

Lesson # 13

Page # 34

Export subsidies:

- Tax breaks
- Direct payments to producers
- Product price support
- Cheaper resources (i.e. land, utilities)
- Public services provided at lower cost

Question No: 13 Hofstede s _____ dimension is the degree to which people in a country prefer, structured over unstructured situations.

Power distance

Individualism

Uncertainty avoidance

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Lesson # 15

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Achievement

Question No: 14 Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

Personal

Attitude

Descriptive

<http://quizlet.com/22638227/marketing-final-questions-flash-cards/&MCQ#34>

<http://wenku.baidu.com/view/0c607d4ce518964bcf847c86.html>

Question No: 15 Identify the best way of sharing technology with other party through licensing?

Updating technology (Not Sure)

Making independent

Sharing once

Sharing twice

Question No: 16 From the list of the global market entry modes, choose one mode of entry that is falling at third level with respect to the higher risk/commitment to lower.

Acquisition

Joint venture

Exporting (Not Sure)

Licensing

Question No: 17 An entrepreneur starts business operations from scrap level by using resources of third party. After some time he hands over this running business to that party. Which concept applies to above scenario?

Management contracts

Turnkey projects

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Common contracts

Legal contracts

Question No: 18 Auto Alliance International (AAI) is a joint venture established by the Ford Motor Company and _____

Mazda Motors

AutoAlliance International (AAI). A 50/50 joint venture between Ford Motor and Mazda, the company is a contract manufacturer of the Mazda6 and Ford Mustang.

<http://www.answers.com/topic/autoalliance-international>

Toyota Motors

Suzuki Motors

Honda Motors

Question No: 19 LG Phillips Display is joint venture established by LG group and Royal Phillips Electronics. Identify the year in which this joint venture was established.

2000

2001

Since 2001, LG has two joint ventures with Royal Philips Electronics: LG Philips Display and LG Philips LCD, but Philips sold off its shares in late 2008

http://en.wikipedia.org/wiki/LG_Corp

2002

2003

Question No: 20 Which of the following terms defines a counter trade in which a foreign supplier undertakes to purchase goods and services from the purchasing country as a condition of securing the order?

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Buy-Back agreement

Counter purchase

<http://www.londoncountertrade.org/countertradedfaq.htm>

In a counter purchase agreement, a foreign supplier undertakes to purchase goods and services from the purchasing country as a condition of securing the order

Offset agreement

Barter

Question No: 21 Which of the following is **NOT** a key issue in a joint venture?

Pricing

Technology transfer

Market entry

<http://www.quickmba.com/strategy/global/marketentry/>

The key issues to consider in a joint venture are ownership, control, length of agreement, pricing, technology transfer, local firm capabilities

Local firm capabilities

Question No: 22 Which of the following social consequences a commercial company explicitly takes into consideration?

Putting the needs of consumers before the company's need for profit

Acting philanthropically to their customers

Seeking to combine social benefits with business profitability

MCQ # 09

http://global.oup.com/uk/orc/busecon/business/lee_carter3e/01student/mcqs/ch02/

Acting like a public sector organization

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Question No: 23 Philippines companies belong to which of the following group of countries?

Platform

Emerging

Lesson # 28

Page # 61

Emerging

• i.e Vietnam, Philippines – companies should build up an initial presence, i.e. via a liaison office

Growth

Mature

Question No: 24 Identify the kind of advantage in which a company take benefit more from controlling the foreign business activity than hiring another company to conduct the business.

International advantage

Page # 28

Lesson # 61

Internationalization advantages for the firm

– a firm must benefit more from controlling the foreign business activity than hiring another company to conduct the business

Location advantage

Comparative advantage

Multi-domestic advantage

Question No: 25 When listening to music on the radio, many consumers automatically switch stations when commercials begin to run, and they

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search until they find another station that is playing music. This tendency is an example of:

Selective exposure

MCQ # 05

http://highered.mheducation.com/sites/007097425x/student_view0/chapter6/multiple_choice_quiz.html

Selective exposure—our eyes and minds seek out and notice only information that interests us. How often have you closed a pop-up ad at a Web site without even noticing what it was for?

&

<http://quizlet.com/36998974/mkg-300-midterm-flash-cards/>

Selective perception

Selective retention

Selective learning

Question No: 26 Insurance Company promotes its auto and home insurance by telling consumers, "You're in good hands with this company." To which of the following types of needs is insurance company trying to appeal?

Personal needs

Social needs

Physiological needs

Safety needs

MCQ # 03

http://highered.mheducation.com/sites/007097425x/student_view0/chapter6/multiple_choice_quiz.html

Safety needs are concerned with protection and physical well-being (perhaps involving health, food, medicine, and exercise).

Question No: 27 Which of the following describes the process of evaluating each market s attractiveness and selecting one or more segments to enter in foreign market?

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Market positioning

Market targeting

Page # 32

Lesson # 78

Market targeting

– The process of evaluating each market's attractiveness and selecting one or more segments to enter.

&

<http://www.flashcardmachine.com/marketing-chapter-21.html>

Market segmentation

Simply targeting

Question No: 28 Which of the following is the complete expansion of acronym DPI?

Disposable purchase income

Disposable permanent income

Disposable parent income

Disposable personal income

disposable personal income (DPI)

<https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=D>

&

<http://acronyms.thefreedictionary.com/DPI>

Question No: 29 Choose the appropriate sequence that a marketer applies during the process of market targeting.

1) Market segmentation, 2) Market targeting, 3) Market positioning, 4)

Essential marketing activities

Page # 32

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Lesson # 78

Steps in target marketing:

Target marketing is a three step process;

Market segmentation

– Dividing a market into distinct groups of buyers with different needs, characteristics, or behavior who might require separate products or marketing strategies

Market targeting

– The process of evaluating each market's attractiveness and selecting one or more segments to enter

Market positioning

– Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers

1) Market segmentation, 2) Market positioning, 3) Market targeting, 4) Essential marketing activities

1) Market positioning, 2) Market targeting, 3) Market segmentation, 4) Essential marketing activities

1) Market targeting, 2) Market segmentation, 3) Market positioning, 4) Essential marketing activities

Question No: 30 Which of the following is the behavioral segmentation of the consumer markets?

States, countries and cities

Family life cycle, income and nationality

Social class, lifestyle and personality

Purchase occasion, attitude towards product and benefits sought

Page # 33

Lesson # 79

Behavioral

– Purchase occasion, benefits sought, user status, user rate, loyalty status, readiness status, attitude

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toward product etc.

Question No: 31 Behavioral variables of segmentation may include:

Patterns of consumption

Behavioral segmentation is based on variables such as usage rate and patterns

http://books.google.com.pk/books?id=iwuIT9QHaoC&pg=PA248&lpg=PA248&dq=Behavioral+segmentation+is+based+on+variables+such+as+usage+rate+and+patterns.&source=bl&ots=5QXy_bZv2S&sig=vdbqejUea3WuvU9EDNjNN1axo-M&hl=en&sa=X&ei=v4IBVIZjBczjivWogvAG&ved=0CC4O6AEwAg#v=onepage&q=Behavioral%20segmentation%20is%20based%20on%20variables%20such%20as%20usage%20rate%20and%20patterns%2C&f=false

&

<http://www.quickmba.com/marketing/market-segmentation/>

Brand inconstancy
Context for business
Nationality of consumer

Question No: 32 Mention stage of economic development in which countries is able to produce a wide variety of products?

Traditional society
Pre-conditions for take-off
The drive to maturity

Page # 34

Lesson # 80

The drive to maturity

Countries at this stage are able to produce a wide variety of products.
Service sector gains prominence.

High Mass Consumption

Question No: 33 Customers with different needs or responses to marketing activity are categorized in which of the following way?

Market targeting

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Market segmentation

Page # 32

Lesson # 78

Market segmentation

– Dividing a market into distinct groups of buyers with different needs, characteristics, or behavior who might require separate products or marketing strategies

Market positioning

Market targeting and segmentation

Question No: 34 Select best description why international marketers focus on segmentation?

To identify their similar need

Page # 33

Lesson # 79

Market segmentation is the process in marketing of dividing a market into distinct subsets (segments) that behave in the same way or have similar needs.

To identify their countries

To identify their best location

To identify their modern behavior

Question No: 35 Who ultimately determines brand equity?

The advertisers

The employees

The consumers

The investors

Question No: 36 Which of the following is NOT considered in the evaluation criteria of market segmentation?

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Segment size & growth
Segment's structural analysis
Company's objectives & resources
Company resources and capabilities

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Lesson # 82

Market segments can be evaluated on the following criteria;

- Segment size & growth
- Segment's structural analysis
- Competition within the segment
- Existing or potential substitute products
- Relative power of buyers / suppliers
- Company's objectives & resources
- Environment, social responsibility, if it is core business, can employ skills & resources superior to those of competition

Question No: 37 Which variable is **NOT** a part of product differentiation?

Process

Page # 36

Lesson # 82

Product differentiating variables:

- Product
 - Features, performance, conformance, durability, reliability, reparability, style, design
- Services
 - Ordering ease, delivery, installation, customer training, customer consulting, maintenance and repair
- Personnel
 - Competence, courtesy, credibility, reliability, responsiveness, communication

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• Channel

– Coverage, expertise, performance

• Image

– Symbol, written and audiovisual media, atmosphere, events

Personnel

Channel

Image

Question No: 38 Identify the concept in which marketers try to create distinct image or identity in the minds of their target customers/consumers?

Market targeting

Market positioning

Page # 32

Lesson # 78

Market positioning

– Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers

Market segmentation

Market repositioning

Question No: 39 When customers/consumers may have too narrow image of any brand, is distinguish in which of the following way?

Under positioning

Over positioning

Page # 36

Lesson # 84

Over-positioning

• Buyers may have too narrow an image of the brand

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Confused positioning
Doubtful positioning

Question No: 40 Shopping goods are part of which type of category?

Consumer product

Page # 37

Lesson # 88

International product classification:

- Consumer products
- Convenience
- Shopping
- Specialty
- Unsought

Industrial product
Individual product
Augmented product

Question No: 41 Identify the country in which it is considered illegal to put the prices on labels or in any way suggest retail prices.

Brazil

Chile

<http://books.google.com.pk/books?id=TvtQAwAAQBAJ&pg=PA101&lpg=PA101&dq=in+Chile+there+is+considered+illegal+to+put+the+prices+on+labels+or+in+any+way+suggest+retail+prices.&source=bl&ots=KzRN-TmoaY&sig=9GBfDdDAVQQOmQ9P3s2Ja7zPxA&hl=en&sa=X&ei=o44BVJOJHsjnaPy4gMAF&ved=0CCgQ6AEwAQ#v=onepage&q=in%20Chile%20there%20is%20considered%20illegal%20to%20put%20the%20prices%20on%20labels%20or%20in%20any%20way%20suggest%20retail%20prices.&f=false>

&

Prices are required to be printed on the labels in Venezuela, but putting prices on labels or in any way suggesting the retail price in Chile is illegal.

<http://2012books.lardbucket.org/books/modern-management-of-small-businesses/s19-02-what-you-should-know-before-go.html>

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China

Niger

Question No: 42 Choose the most appropriate core purpose of your course international marketing .

To develop entrepreneurial skills

To develop marketing skills

To develop managerial skills

To develop global awareness

Question No: 43 (Marks: 3) List down the supply factors that foreign investors must take into consideration in making investment decision?

Question No: 44 (Marks: 3) Demonstrate the given two stages of economic development (a) Traditional society (b) Pre-condition for take off.

Question No: 45 (Marks: 3) Write a comprehensive note on vertical marketing.

Question No: 46 (Marks: 5) A football manufacturing company of Sialkot makes a licensing agreement with foreign company. What kind of variables should its management keep in mind while doing this contract in order to secure its end?

Question No: 47 (Marks: 5) Why price plays critical role in marketing mix? Also demonstrate its importance.

Question No: 48 (Marks: 10) To make a virtual licensing agreement with a firm is an activity given by a teacher. You are required to make this agreement successful in the long run. How would you manage this assigned activity?

Question No: 49 (Marks: 10) Global environment for advertising is more complex in nature than local. Summarize all the barriers for standardizing international advertisements and where it is feasible.

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Paper # 02

FINAL TERM EXAMINATION

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Marks: 81

Question No: 1 When using the Internet as a distribution channel, the e-vendor must be concerned with a variety of issues. Which of the following would **not** among those issues?

Adaptation

Local contact

Promotion

All of these answers are important issues for the e-vendor

MCQ # 17

http://highered.mheducation.com/sites/0070948771/student_view0/chapter12/multiple_choice_quiz.html

Question No: 2 The unconscious use of the values, experiences, and knowledge of one's own culture as a guide to decision making in a different culture is best described by which of the following?

Self-reference criterion

<http://quizlet.com/12908626/business-ethics-1-flash-cards/>
&

SRC (self-reference criterion) is an unconscious reference to one's own cultural values, experiences, and knowledge as a basis for decisions.

<http://globalsocialmediamarketing.com/international-strategic-management/international-marketing/>

Cultural insensitivity

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Cultural elitism

Ethnography

Question No: 3 The Mobilink Limited Company strives to develop standardized marketing mixes for its products that will be generally applicable across national borders. The firm's philosophy would be best described as:

Multi-domestic market orientation

ethnocentric marketing orientation

Domestic market extension

Global marketing orientation

<http://books.google.com.pk/books?id=BDrTGmurY7kC&pg=PA27&lpg=PA27&dq=A+company+guided+by+the+global+marketing+orientation+or+philosophy+is+generally+referred+to+as+a+global+company;+its+marketing+activity+is+global,+and+its+market+coverage+is+the+world.+A+company+employing+a+global+marketing+strategy+strives+for+efficiencies+of+scale+by+developing+a+standardized+marketing+mix+applicable+across+national+boundaries&source=bl&ots=lveEGvgr-p&sig=IRjggESSuzCw9DLwHPJ7PUL7aq8&hl=en&sa=X&ei=0JIBVJrvGI3haMaZgogG&ved=0CB0Q6AEwAA#v=onepage&q=A%20company%20guided%20by%20the%20global%20marketing%20orientation%20or%20philosophy%20is%20generally%20referred%20to%20as%20a%20global%20company%3B%20its%20marketing%20activity%20is%20global%2C%20and%20its%20market%20coverage%20is%20the%20world.%20A%20company%20employing%20a%20global%20marketing%20strategy%20strives%20for%20efficiencies%20of%20scale%20by%20developing%20a%20standardized%20marketing%20mix%20applicable%20across%20national%20boundaries&f=false>

Global Marketing Orientation

A company guided by the global marketing orientation or philosophy is generally referred to as a global company; its marketing activity is global, and its market coverage is the world. A company employing a global marketing strategy strives for efficiencies of scale by developing a standardized marketing mix applicable across national boundaries.

Question No: 4 If a company is transferring its goods and services to its customer, this transaction is based on:

Barter system

Exchange

Lesson # 02

Page # 07

Exchange:

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Marketing is concerned with exchange of products and services. Exchange is the act of obtaining a desired product from someone by offering something in return.

Transformation
Relationship

Question No: 5 Which of the following concepts takes an "inside-out" view of the firm?

Selling concept

A firm that uses the selling concept takes a(n) inside-out approach.

<http://www.flashcardmachine.com/marketing-chapter-11.html>

Market offering
Marketing concept
Societal marketing concept

Question No: 6 Which statement is a best description of pure marketing concept?

Product or services developed first and look for need later.

Look for need first and developed product or services later.

Set target market first then proceed further

Start your marketing procedure from customer feed back

Question No: 7 A contract in which an individual receives financial reimbursement against losses from the contractual company. Which one of the following is a best term for such contract?

Insurance

<http://www.investopedia.com/terms/i/insurance.asp>

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Definition of 'Insurance'

A contract (policy) in which an individual or entity receives financial protection or reimbursement against losses from an insurance company. The company pools clients' risks to make payments more affordable for the insured.

Risk management
Financial loss recovery
Banking contract

Question No: 8 According to the view of Michael Porter, firm first develop product for domestic market later on launch in international market. This view is consistent with which of the following factors?

Factor conditions
Demand conditions

Lesson # 7

Page # 18

Demand conditions: large sophisticated domestic market stimulated development and distribution of innovative products which may also be exported – most new innovative products are first developed by firms for domestic markets and then sold in other countries.

Related & supporting industries
Firm strategy, structure & rivalry

Question No: 9 Historical data of a firm is sufficient to find which of the following information?

Trend in sales and profits

Lesson # 09

Page # 20

Historical firm data may also inform on trends in sales and profits in various markets

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Trend in sales only

Trend in profits only

Either trend in sales or profits

Question No: 10 Which one of the following products are **NOT** subject to price controls?

Pharmaceuticals

Foods

Gasolines

All subject to price controls

<http://smallbusiness.chron.com/advantages-disadvantages-price-ceiling-25210.html>

Products of considerable importance to the public, such as gasoline, food, and pharmaceuticals are still subject to price controls today.

Question No: 11 Indicate the concept given below that explains the human-made part of the human environment.

Anthropology

Sociology

Personal relations

Culture

MCQ # 33

<http://wenku.baidu.com/view/7a713dd180eb6294dd886c60.html>

&

<http://books.google.com.pk/books?id=ALPtPbWUzOMC&pg=PA48&lpg=PA48&dq=Culture+is+human-made+part+of+the+human+environment.&source=bl&ots=ftadTIdoW9&sig=0F2crmdzXWL7rMGzOjwzTL0mJIM&hl=en&sa=X&ei=naIBVIHOH8bjaLP8guAD&ved=0CBsO6AEwAA#v=onepage&q=Culture%20is%20human-made%20part%20of%20the%20human%20environment.&f=false>

Question No: 12 The focus of physical environment is on which of the following variables?

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Shipping distance

Lesson # 16

Page # 40

Demographic/Physical Environment:

- Population size, growth, density
- Urban and rural distribution
- Climate and weather conditions
- Shipping distance
- Product-significant demographics
- Physical distribution and communications network
- Natural resources

National economics priority

Balance of payment

Focus on difference and similarity

Question No: 13 Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

Personal

Attitude

Descriptive

<http://quizlet.com/22638227/marketing-final-questions-flash-cards/>

&

MCQ # 34

<http://wenku.baidu.com/view/0c607d4ce518964bcf847c86.html>

Exploratory

Question No: 14 Which of the following is considered a smart way to recover cost of research and development?

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Foreign direct investment (Not Sure)

Licensing
Sharing ideas
Franchising

Question No: 15 Not a single firm is really the master in all the technologies in the world. Which of the following tools a firm should adopt to overcome this weakness?

Cross licensing

Negotiation tool
Franchising
Idea sharing

Question No: 16 The cornerstone of international franchising is:

Standardization

MCQ # 14

http://wps.pearsoned.co.uk/ema_uk_he_hollensen_globalmark_4/64/16424/4204786.cw/content/index.html

Concentration
Adaptation
Customization

Question No: 17 Auto Alliance International (AAI) is a joint venture established by the Ford Motor Company and _____

Mazda Motors

AutoAlliance International (AAI). A 50/50 joint venture between Ford Motor and Mazda, the company is a contract manufacturer of the Mazda6 and Ford Mustang.

<http://www.answers.com/topic/autoalliance-international>

Toyota Motors

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Suzuki Motors

Honda Motors

Question No: 18 Following are the forms of foreign direct investment **EXCEPT:**

Management expertise

Latest technologies

Capital

Labor

Lesson # 25

Page # 58

Types of foreign direct investment:

An investment in foreign country that also brings at least 10% ownership rights (voting control) is termed as a direct investment. Direct investment not only brings in capital, it also brings into a country latest technologies and management expertise. Forms of direct investments are in the following;

Question No: 19 Identify a type of foreign direct investment in which an industry abroad sells the output of a firm's domestic production or uses the firm's output?

Forward vertical FDI

Backward vertical FDI

Horizontal FDI

Vertical FDI

MCQ # 06

<http://www.oocities.org/duehing/ibus330quiz4.txt>

&

Vertical FDI

• Vertical FDI takes two forms

- Backward vertical FDI is an investment in an industry abroad that provides inputs for a firm's domestic production processes

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- Forward vertical FDI occurs when an industry abroad sells the outputs of a firm's domestic production processes, this is less common than backward vertical FDI.

Question No: 20 Which of the following social consequences a commercial company explicitly takes into consideration?

Putting the needs of consumers before the company's need for profit
Acting philanthropically to their customers
Seeking to combine social benefits with business profitability

MCQ # 09

http://global.oup.com/uk/orc/busecon/business/lee_carter3e/01student/mcqs/ch02/

Acting like a public sector organization

Question No: 21 Philippines companies belong to which of the following group of countries?

Platform
Emerging

Lesson # 28

Page # 61

Emerging

• i.e Vietnam, Philippines – companies should build up an initial presence, i.e. via a liaison office

Growth
Mature

Question No: 22 Identify the trend of industry in strategic alliance with respect to credibility.

Increase credibility

Decrease credibility

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No effect on credibility

Deconstruct credibility

Question No: 23 Insurance Company promotes its auto and home insurance by telling consumers, "You're in good hands with this company." To which of the following types of needs is insurance company trying to appeal?

Personal needs

Social needs

Physiological needs

Safety needs

MCQ # 03

http://highered.mheducation.com/sites/007097425x/student_view0/chapter6/multiple_choice_quiz.html

Safety needs are concerned with protection and physical well-being (perhaps involving health, food, medicine, and exercise).

Question No: 24 When consumers use a problem-solving process to make purchase decisions, what is the next step in the process after they become aware of, or interested in, a problem?

Evaluating alternative solutions

Recalling and gathering information about possible solutions

MCQ # 14

http://highered.mheducation.com/sites/007097425x/student_view0/chapter6/multiple_choice_quiz.html

Deciding on the appropriate solution

Making the commitment to purchase a particular product or service

Question No: 25 Which kind of buying behavior occurs when consumers are highly involved in a purchase and perceive significant differences among brands?

Complex Buying Behavior

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Lesson # 30

Page # 72

Complex Buying Behavior

c. Complex buying behavior occurs when consumers are highly involved in a purchase and perceive

significant differences among brands.

d. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self-expressive.

Dissonance-Reducing Buying Behavior

Habitual Buying Behavior

Variety-Seeking Buying Behavior

Question No: 26 There are two most important psychological factors that impact consumer decision-making process, first one is product knowledge and select second one according to your expertise.

Product Involvement (Not Sure)

Product Marketing

Product Strategy

Product Price

Question No: 27 Which of the following sketch is the most important thing for sellers to their customers for using target market techniques?

Biographical

Lesson # 32

Page # 78

The best thing about using target marketing techniques is that sellers have a biographical sketch of their customers.

Geographical

Ecological

None of the given options

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Question No: 28 Which of the following defines the amount of income left to an individual after taxes have been paid, available for spending and saving?

Disposable personal income

http://www.investorwords.com/1491/disposable_income.html

Disposable income The amount of income left to an individual after taxes have been paid, available for spending and saving.

Discretionary income
Personal income
Tax deductible income

Question No: 29 Which of the following is the basis of geographic segmentation of consumer markets?

States, countries and cities

Lesson # 33

Page # 79

Basis for segmenting consumer markets:

Geographic

– Nations, regions, states, counties, cities, neighborhoods, climate, population density etc

Income, occupation and education
Loyalty status and readiness status toward product
Lifestyle and personality

Question No: 30 Identify the stage of economic development in which low poverty and high illiteracy country belongs.

Traditional society

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Lesson # 34

Page # 80

Traditional Societies

Countries in this group are in endless quagmire of enormous poverty, low productivity & high illiteracy.

Pre-conditions for take-off

The drive to maturity

High Mass Consumption

Question No: 31 In which of the following economic development stage infrastructure development is the first?

Traditional society

Pre-conditions for take-off

Lesson # 34

Page # 80

Stages of economics development

Pre-conditions for take-off

Advances in sciences & technology enter the agriculture sectors. First steps are taken to develop infrastructure.

The drive to maturity

High Mass Consumption

Question No: 32 The choice and importance of the market entry mode depends on a number of factors. Which of the following is normally Not a relevant factor?

Level of involvement

Level of risk and control

Speed of entry

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Demographics

MCQ # 08

http://global.oup.com/uk/orc/busecon/business/lee_carter3e/01student/mcqs/ch07/

While the understanding of demographics is vital to any successful marketing planning, it does not normally play a role in selection of market entry mode.

Question No: 33 Each segment has its own distinct profile defined in terms of a number of criteria referred to which of the following?

Variations

Variables

MCQ # 05

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7111/1820450.cw/content/index.html

Segments

Multiples

Question No: 34 The democracies, dictatorships & communist dictatorships belong to which of the following economic condition variable?

Economic System

Political setups

Lesson # 35

Page # 81

Political Conditions:

- Political variables form another basis for country segmentation.
- Economic System - Free market, mixed or centrally planned.
- Political setups - Democracies, dictatorships, communist dictatorships & monarchies
- Political Risk

Political Risk

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Economic setup

Question No: 35 Select best description why international marketers focus on segmentation?

To identify their similar need

Page # 33

Lesson # 79

Market segmentation is the process in marketing of dividing a market into distinct subsets (segments) that behave in the same way or have similar needs.

To identify their countries

To identify their best location

To identify their modern behavior

Question No: 36 Which of the following is **NOT** considered in the evaluation criteria of market segmentation?

Segment size & growth

Segment s structural analysis

Company s objectives & resources

Company resources and capabilities

Page # 36

Lesson # 82

Market segments can be evaluated on the following criteria;

– Segment size & growth

– Segment's structural analysis

• Competition within the segment

• Existing or potential substitute products

• Relative power of buyers / suppliers

– Company's objectives & resources

• Environment, social responsibility, if it is core business, can employ skills & resources superior to those of competition

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Question No: 37 When customers/consumers may have too narrow image of any brand, is distinguish in which of the following way?

Under positioning

Over positioning

Page # 36

Lesson # 84

Over-positioning

• Buyers may have too narrow an image of the brand

Confused positioning

Doubtful positioning

Question No: 38 Which of the following scheme can be useful to the marketing manager as an analytical device to assist in planning marketing strategy and programs?

Product classification

<http://novellaqalive2.mhhe.com/sites/dl/free/007000000x/235690/Chap6.pdf>

Product Classification

A product classification scheme can be useful to the marketing manager as an analytical device to assist in planning marketing strategy and programs.

Purchasing

Sole sourcing

Extended product

Question No: 39 Which of the following statements is true about the marketing strategies used during various stages of the product life cycle?

Sales promotions are not used during the maturity stage of the product life cycle

Advertising is emphasized during the decline stage of the product life cycle

Pricing is always low during the decline stage of the product life cycle

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A defensive strategy is adopted during the maturity stage of the product life cycle

MCQ # 13

http://novellaqalive.mhhe.com/sites/0073137634/student_view0/chapter6/multiple_choice_quiz.html

Question No: 40 Identify the country in which it is considered illegal to put the prices on labels or in any way suggest retail prices.

Brazil

Chile

<http://books.google.com.pk/books?id=TvtQAwAAQBAJ&pg=PA101&lpg=PA101&dq=in+Chile+there+is+considered+illegal+to+put+the+prices+on+labels+or+in+any+way+suggest+retail+prices.&source=bl&ots=KzRN-TmoaY&sig=9GBtDdDAV00QnmO9P3s2Ja7zPxA&hl=en&sa=X&ei=o44BVJOJHsjnaPv4gMAF&ved=0CCgQ6AEwAQ#v=onepage&q=in%20Chile%20there%20is%20considered%20illegal%20to%20put%20the%20prices%20on%20labels%20or%20in%20any%20way%20suggest%20retail%20prices.&f=false>

&

Prices are required to be printed on the labels in Venezuela, but putting prices on labels or in any way suggesting the retail price in Chile is illegal.

<http://2012books.lardbucket.org/books/modern-management-of-small-businesses/s19-02-what-you-should-know-before-go.html>

China

Niger

Question No: 41 Identify another name for Intra Company pricing that is prices for goods are transferred from a company's operations or sales units in one country to its units elsewhere.

Penetration pricing

Skimming pricing

Demand-based pricing

Transfer pricing

<http://www.citeman.com/13346-transfer-pricing-strategy.html>

Prices of goods transferred from a company's operations or sales units in one country to its units elsewhere is known as intra company pricing or transfer pricing.

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<http://quizlet.com/11917158/marketing-international-final-unt-flash-cards/>

Question No: 42 Choose the most appropriate core purpose of your course international marketing.

To develop entrepreneurial skills

To develop marketing skills

To develop managerial skills

To develop global awareness

Question No: 43 (Marks: 3) International marketers make strategic alliances to expand business operations. List down entire the benefits that they can gain from strategic alliances.

Question No: 44 (Marks: 3) Discuss the statement is it difficult to segment culturally composed countries or culturally diversified

Question No: 45 (Marks: 3) Supposes you are communicating with future concern potential customers on the behalf of particular company. Social responsibilities are there in this communication, what are those?

Question No: 46 (Marks: 5) What aspects should be taken into account in order to manage strategic alliance successfully in international markets?

Question No: 47 (Marks: 5) Discuss different kinds of issues regarding labeling that an international marketer can face.

Question No: 48 (Marks: 10) Being a consumer describe in detail the buyer decision process as you follow during daily buying.

Question No: 49 (Marks: 10) Draw a comparison between countries regarding economic status and how such kind of grouping is beneficial for segmentation.

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