

MKT630- International Marketing

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A Mega File of Final term Exams & Quizes

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FINAL TERM EXAMINATION

fall 2009

MKT630- International Marketing (Session - 2)

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

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

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 p19

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

Cultural elitism

Isolationism

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

Strategy, working, opinion, tactical

Strengths, weaknesses, opportunities, 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

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

Segmentation, targeting, positioning, demand measurement

Demand measurement, targeting, segmentation, positioning

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

Segmentation, market targeting & market 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 variable

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

Balance of trade

Balance of payment

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

On sudden basis

once required

once updated information

The Competition:

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

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

Marketing mix information

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

- 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

Achievement

High uncertainty avoidance - structured organizational activities, more written rules, less risk taking by

managers, lower labor turnover, less ambitious employees (Germany, Japan & Spain)

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

Exploratory

Exploratory research - is to gather preliminary information that will help define the problem and suggest hypothesis

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

Updating technology

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
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
Common contracts
Legal contracts

Management Contracts

– Is an agreement where one firm provides managerial assistance, technical expertise or specialized services to a second firm for some agreed period in return for a flat fee or a percentage of sales. (such as hotels)

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

Mazda Motors
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
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?

Buy-Back agreement
Counter purchase
Offset agreement
Barter

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

Pricing

Technology transfer

Market entry

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

Acting like a public sector organization

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

Platform

Emerging

Growth

Mature

- **Emerging**

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

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

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

Selective exposure

Selective perception

Selective retention

Selective learning

c). **Selective retention is the tendency of people to retain only part of the information to which they are exposed,**

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

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?

Market positioning

Market targeting

Market segmentation

Simply targeting

Market targeting

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

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 p49

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**

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 p79

Question No: 31 Behavioral variables of segmentation may include:

Patterns of consumption

Brand inconstancy

Context for business

Nationality of consumer

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

Traditional society

Pre-conditions for take-off

The drive to maturity

High Mass Consumption

The drive to maturity

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

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

Market targeting

Market segmentation

Market positioning

Market targeting and segmentation

Market segmentation

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

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

To identify their similar need

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

Brand equity measures the total value of the brand to the brand owner, and reflects the extent of brand franchise.

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

– Segment size & growth

– Segment's structural analysis

– 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

Personnel

Channel

Image **p83**

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

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

Confused positioning

Doubtful positioning

- Under-positioning

• Buyers have only a vague idea of the brand

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

Consumer product

Industrial product

Individual product

Augmented product

International product classification:

• Consumer products

- Convenience

- Shopping

- Specialty

- Unsought

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

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.

FINALTERM EXAMINATION

fall 2008

MKT630- International Marketing (Session - 2)

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 the given options

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

Cultural insensitivity

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

- The company may establish an independent foreign subsidiary in each and every foreign market it services
- such efforts are also called multi-domestic marketing.

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

Barter system

Exchange

Transformation

Relationship

“A process (or set of processes) which embodies (represent) a transformation in the spatial (relating to, occupying, or happening in space) organization of social relations and transaction ... generating transcontinental or interregional flows and networks of activity, interaction, and the exercise of power”.

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

Selling concept

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

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

Related & supporting industries

Firm strategy, structure & rivalry

• Firm strategy, structure & rivalry : presence of a competitive domestic market forces local firms to focus efforts in skills training, strategizing and r&d that eventually shapes companies to reduce costs & become competitive internationally.

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

Trend in sales and profits

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

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

Anthropology

Sociology

Personal relations

Culture

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

Shipping distance

National economics priority

Balance of payment

Focus on difference and similarity p40

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

Exploratory

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

Foreign direct investment

Licensing

Sharing ideas

Franchising doubted

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

doubted

Question No: 16 The cornerstone of international franchising is:

Standardization

Concentration

Adaptation

Customization

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

Mazda Motors

Toyota Motors

Suzuki Motors

Honda Motors

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

Management expertise

Latest technologies

Capital

Labor

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 doubted

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

Acting like a public sector organization

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

Platform

Emerging

Growth

Mature

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

Increase credibility

Decrease credibility

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

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

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

Dissonance-Reducing Buying Behavior

Habitual Buying Behavior

Variety-Seeking Buying Behavior

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

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

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

Geographical

Ecological

None of the given options

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

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

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

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

Pre-conditions for take-off

The drive to maturity

High Mass

Consumption

Traditional Societies

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

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

Traditional society

Pre-conditions for take-off

The drive to maturity

High Mass Consumption

Pre-conditions for take-off

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

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

Demographics

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

Segments

Multiples

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

Economic System

Political setups

Political Risk

Economic setup

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

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

To identify their similar need

To identify their countries

To identify their best location

To identify their modern behavior

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.

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 p82

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

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

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

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

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

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 p101

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.

FINAL TERM EXAMINATION
fall 2009
MKT630- International Marketing (Session - 3)

Marks: 81

Question No: 1 (Marks: 1) - Please choose one

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 the given options

Question No: 2 (Marks: 1) - Please choose one

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

Cultural insensitivity

Cultural elitism

Ethnography

Question No: 3 (Marks: 1) - Please choose one

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

Question No: 4 (Marks: 1) - Please choose one

If a company is transferring its goods and services to its customer, this transaction is based on:

Barter system

Exchange

Transformation

Relationship

Question No: 5 (Marks: 1) - Please choose one

Which of the following concepts takes an "inside-out" view of the firm?

Selling concept

Market offering

Marketing concept

Societal marketing concept

Question No: 6 (Marks: 1) - Please choose one

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 (Marks: 1) - Please choose one

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

Risk management

Financial loss recovery

Banking contract

Question No: 8 (Marks: 1) - Please choose one

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

Related & supporting industries

Firm strategy, structure & rivalry

Question No: 9 (Marks: 1) - Please choose one

Historical data of a firm is sufficient to find which of the following information?

Trend in sales and profits

Trend in sales only

Trend in profits only

Either trend in sales or profits

Question No: 10 (Marks: 1) - Please choose one

Which one of the following products are NOT subject to price controls?

Pharmaceuticals

Foods

Gasolines

All subject to price controls

Question No: 11 (Marks: 1) - Please choose one

Indicate the concept given below that explains the human-made part of the human environment .

Anthropology

Sociology

Personal relations

Culture

Question No: 12 (Marks: 1) - Please choose one

The focus of physical environment is on which of the following variables?

Shipping distance

National economics priority

Balance of payment

Focus on difference and similarity

Question No: 13 (Marks: 1) - Please choose one

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

Exploratory

Question No: 14 (Marks: 1) - Please choose one

Which of the following is considered a smart way to recover cost of research and development?

Foreign direct investment

Licensing

Sharing ideas

Franchising

Question No: 15 (Marks: 1) - Please choose one

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 (Marks: 1) - Please choose one

The cornerstone of international franchising is:

Standardization

Concentration

Adaptation

Customization

Question No: 17 (Marks: 1) - Please choose one

Auto Alliance International (AAI) is a joint venture established by the Ford Motor Company and _____.

Mazda Motors

Toyota Motors

Suzuki Motors

Honda Motors

Question No: 18 (Marks: 1) - Please choose one

Following are the forms of foreign direct investment EXCEPT:

Management expertise

Latest technologies

Capital

Labor

Question No: 19 (Marks: 1) - Please choose one

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

Question No: 20 (Marks: 1) - Please choose one

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

Acting like a public sector organization

Question No: 21 (Marks: 1) - Please choose one

Philippines companies belong to which of the following ***** of countries?

Platform

Emerging

Growth

Mature

Question No: 22 (Marks: 1) - Please choose one

Identify the trend of industry in strategic alliance with respect to credibility.

Increase credibility

Decrease credibility

No effect on credibility

Deconstruct credibility

Question No: 23 (Marks: 1) - Please choose one

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

Question No: 24 (Marks: 1) - Please choose one

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

Deciding on the appropriate solution

Making the commitment to purchase a particular product or service

Question No: 25 (Marks: 1) - Please choose one

Which kind of buying behavior occurs when consumers are highly involved in a purchase and perceive significant differences among brands?

Complex Buying Behavior

Dissonance-Reducing Buying Behavior

Habitual Buying Behavior

Variety-Seeking Buying Behavior

Question No: 26 (Marks: 1) - Please choose one

There are two most important psychological factors that impact consumer decisionmaking

process, first one is product knowledge and select second one according to your expertise.

Product Involvement

Product Marketing

Product Strategy

Product Price

Question No: 27 (Marks: 1) - Please choose one

Which of the following sketch is the most important thing for sellers to their customers for using target market techniques?

Biographical

Geographical

Ecological

None of the given options

Question No: 28 (Marks: 1) - Please choose one

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

Discretionary income

Personal income

Tax deductible income

Question No: 29 (Marks: 1) - Please choose one

Which of the following is the basis of geographic segmentation of consumer markets?

States, countries and cities

Income, occupation and education

Loyalty status and readiness status toward product

Lifestyle and personality

Question No: 30 (Marks: 1) - Please choose one

Identify the stage of economic development in which low poverty and high illiteracy country belongs.

Traditional society

Pre-conditions for take-off

The drive to maturity

High Mass

Consumption

Question No: 31 (Marks: 1) - Please choose one

In which of the following economic development stage infrastructure development is the first?

Traditional society

Pre-conditions for take-off

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High Mass

Consumption

Question No: 32 (Marks: 1) - Please choose one

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

Demographics

Question No: 33 (Marks: 1) - Please choose one

Each segment has its own distinct profile defined in terms of a number of criteria referred to which of the following?

Variations

Variables

Segments

Multiples

Question No: 34 (Marks: 1) - Please choose one

The democracies, dictatorships & communist dictatorships belong to which of the following economic condition variable?

Economic System

Political setups

Political Risk

Economic setup

Question No: 35 (Marks: 1) - Please choose one

Select best description why international marketers focus on segmentation?

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To identify their countries

To identify their best location

To identify their modern behavior

Question No: 36 (Marks: 1) - Please choose one

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

Question No: 37 (Marks: 1) - Please choose one

When customers/consumers may have too narrow image of any brand, is distinguish in which of the following way?

Under positioning

Over positioning

Confused positioning

Doubtful positioning

Question No: 38 (Marks: 1) - Please choose one

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

Purchasing

Sole sourcing

Extended product

Question No: 39 (Marks: 1) - Please choose one

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

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

Question No: 40 (Marks: 1) - Please choose one

Identify the country in which it is considered illegal to put the prices on labels or in any way suggest retail prices.

Brazil

Chile

China

Niger

Question No: 41 (Marks: 1) - Please choose one

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

Question No: 42 (Marks: 1) - Please choose one

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.

Final-TERM EXAMINATION
Spring 2009
MKT630- International Marketing
(Session - 1)

Question No: 1 (Marks: 1) - Please choose one

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 the given options

Question No: 2 (Marks: 1) - Please choose one

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
- Cultural insensitivity**
- Cultural elitism

Ethnography

Question No: 3 (Marks: 1) - Please choose one

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-dom estic market orientation

Ethnocentric marketing orientation

Domestic market extension

Global marketing orientation

Question No: 4 (Marks: 1) - Please choose one

If a company is transferring its goods and services to its customer, this transaction is based on:

Barter system

Exchange

Transformation

Relationship

Question No: 5 (Marks: 1) - Please choose one

Which of the following concepts takes an "inside-out" view of the firm?

Selling concept

Market offering

Marketing concept

Societal marketing concept

Question No: 6 (Marks: 1) - Please choose one

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 (Marks: 1) - Please choose one

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

Risk management

Financial loss recovery

Banking contract

Question No: 8 (Marks: 1) - Please choose one

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
- Related & supporting industries
- Firm strategy, structure & rivalry**

Question No: 9 (Marks: 1) - Please choose one
Historical data of a firm is sufficient to find which of the following information?

- Trend in sales and prof its**
- Trend in sales only
- Trend in profits only
- Either trend in sales or profits

Question No: 10 (Marks: 1) - Please choose one
Which one of the following products are NOT subject to price controls?

- Pharmaceuticals
- Foods
- Gasoline
- All subject to price controls**

Question No: 11 (Marks: 1) - Please choose one
Indicate the concept given below that explains the human-made part of the human environment .

- Anthropology
- Sociology**

Personal relations
Culture

Question No: 12 (Marks: 1) - Please choose one
The focus of physical environment is on which of the following variables?

Shipping distance
National economics priority
Balance of payment
Focus on difference and similarity

Question No: 13 (Marks: 1) - Please choose one
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
Exploratory

Question No: 14 (Marks: 1) - Please choose one
Which of the following is considered a smart way to recover cost of research and development?

Foreign direct investment
Licensing
Sharing ideas
Franchising

Question No: 15 (Marks: 1) - Please choose

one

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 (Marks: 1) - Please choose one
The cornerstone of international franchising is:

- Standardization**
- Concentration
- Adaptation
- Customization

Question No: 17 (Marks: 1) - Please choose one
Auto Alliance International (AAI) is a joint venture established by the Ford Motor Company and _____.

- Mazda Motors**
- Toyota Motors
- Suzuki Motors
- Honda Motors

Question No: 18 (Marks: 1) - Please choose one

Following are the forms of foreign direct investment EXCEPT:

Management expertise
Latest technologies
Capital
Labor

Question No: 19 (Marks: 1) - Please choose one
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

Question No: 20 (Marks: 1) - Please choose one
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
Acting like a public sector organization

Question No: 21 (Marks: 1) - Please choose one
Philippines companies belong to which of the
following _____ of countries?

Platform
Emerging
Growth
Mature

Question No: 22 (Marks: 1) - Please choose one
Identify the trend of industry in strategic alliance
with respect to credibility.

Increase credibility
Decrease credibility
No effect on credibility
Deconstruct credibility

Question No: 23 (Marks: 1) - Please choose one
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

Question No: 24 (Marks: 1) - Please choose one
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
- Deciding on the appropriate solution
- Making the commitment to purchase a particular product or service**

Question No: 25 (Marks: 1) - Please choose one
Which kind of buying behavior occurs when consumers are highly involved in a purchase and perceive significant differences among brands?

Complex Buying Behavior

- Dissonance-Reducing Buying Behavior
- Habitual Buying Behavior
- Variety-Seeking Buying Behavior

Question No: 26 (Marks: 1) - Please choose one
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

- Product Marketing
- Product Strategy
- Product Price

Question No: 27 (Marks: 1) - Please choose one

Which of the following sketch is the most important thing for sellers to their customers for using target market techniques?

Biographical

Geographical

Ecological

None of the given options

Question No: 28 (Marks: 1) - Please choose one

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

Discretionary income

Personal income

Tax deductible income

Question No: 29 (Marks: 1) - Please choose one

Which of the following is the basis of geographic segmentation of consumer markets?

States, countries and cities

Income, occupation and education

Loyalty status and readiness status toward product

Lifestyle and personality

Question No: 30 (Marks: 1) - Please choose one

Identify the stage of economic development in which low poverty and high illiteracy country belongs.

Traditional society

Pre-conditions for take-off

The drive to maturity

High Mass Consumption

Traditional Societies:> **Countries in this group are in endless quagmire of enormous poverty, low productivity & high illiteracy**

Question No: 31 (Marks: 1) - Please choose one

In which of the following economic development stage infrastructure development is the first?

Traditional society

Pre-conditions for take-off

The drive to maturity

High Mass Consumption

Pre-conditions for take-off Advances in sciences & technology enter the agriculture sectors. First steps are taken to develop infrastructure .

Question No: 32 (Marks: 1) - Please choose one

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

Demographics

Question No: 33 (Marks: 1) - Please choose one

Each segment has its own distinct profile defined in terms of a number of criteria referred to which of the following?

Variations

Variables

Segments

Multiples

Question No: 34 (Marks: 1) - Please choose one

The democracies, dictatorships & communist dictatorships belong to which of the following economic condition variable?

Economic System

Political setups

Political Risk

Economic setup

Question No: 35 (Marks: 1) - Please choose one

Select best description why international marketers focus on segmentation?

To identify their similar need

To identify their countries

To identify their best location

To identify their modern behavior

Question No: 36 (Marks: 1) - Please choose one

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

Question No: 37 (Marks: 1) - Please choose one
When customers/consumers may have too narrow image of any brand, is distinguish in which of the following way?

- Under positioning**
- Over positioning
- Confused positioning
- Doubtful positioning

Question No: 38 (Marks: 1) - Please choose one
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
- Purchasing
- Sole sourcing**
- Extended product

Question No: 39 (Marks: 1) - Please choose one
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**

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

Question No: 40 (Marks: 1) - Please choose one
Identify the country in which it is considered illegal to put the prices on labels or in any way suggest retail prices.

Brazil (Doubted)

Chile

China

Niger

Question No: 41 (Marks: 1) - Please choose one
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

Question No: 42 (Marks: 1) - Please choose one
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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.

--- (` * . , (` * . , Final term solved paper 2010 latest , . * ^) , . * ^) ---

SOLVED QUIZ:

MKT630 # 4 solution :)

I also added previous questions of 1st, 2nd, 3rd quizzes at the end of this file.

Question # 1 of 20 (Start time: 07:29:53 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is required under the category of market potential?
Select correct option:

Exchange rate

Balance of payment

Market performance

None of the given options

Question # 2 of 20 (Start time: 07:31:19 PM) Total Marks: 1

Which of the following best describe the international product life-cycle theory?
Select correct option:

Extension of comparative advantage theory

Explore the firm's role in promoting exports and imports

Explain the movement from absolute advantage to comparative advantage

None of the given options

Question # 3 of 20 (Start time: 07:32:50 PM) Total Marks: 1

Which one of the following strategic alliance explains, it is an agreement by two or more parties to form a single entity to undertake a certain project?
Select correct option:

Joint venture

Technology Licensing

Product Licensing

Distribution Relationships

Question # 4 of 20 (Start time: 07:34:13 PM) Total Marks: 1

Identify which of the following is the demographic segmentation of business markets?
Select correct option:

Industry, company size and location

Technology, user/non-user status, customer capability
Buyer-seller similarity, attitudes towards risk and loyalty
Urgency, specific application and size of order

Question # 5 of 20 (Start time: 07:35:10 PM) Total Marks: 1

Which of the following is the behavioral segmentation of the consumer markets?
Select correct option:

States, counties and cities
Family life cycle, income and nationality
Social class, lifestyle and personality

Purchase occasion, attitude toward product and benefits sought

Question # 6 of 20 (Start time: 07:36:05 PM) Total Marks: 1

Suppose you are paying charges to the financial institution against their services, such kind of transaction is belongs to which of the following category?
Select correct option:

Insurance fee
Banking fee
Franchising fee
Licensing fee

Question # 7 of 20 (Start time: 07:37:34 PM) Total Marks: 1

Which one of the following is not part of an organization's macro-environment?
Select correct option:

Political environment
Economic environment
Social environment
Internal environment

Question # 8 of 20 (Start time: 07:38:26 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is NOT required under the category of marketing mix?

Select correct option:

Dividends

Expectations of analysis

Ruling concerning taxes

All of the given options

Question # 9 of 20 (Start time: 07:39:58 PM) Total Marks: 1

Identify a form of counter trade in which business parties and, one of them is from developing country?

Select correct option:

Buy-Back agreement

Counter purchase

Advance purchase (not sure)

Compensation deal

Question # 10 of 20 (Start time: 07:41:32 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of foreign exchange info?

Select correct option:

Interest rates

Exchange rates

Balance of payments

All of the given options

Question # 11 of 20 (Start time: 07:42:27 PM) Total Marks: 1

Which of the following countries is a very good illustration of a country that is considered to be Low-Context/Explicit?

Select correct option:

Japan

Brazil
France

Switzerland (cultural low context)

Question # 12 of 20 (Start time: 07:43:55 PM) Total Marks: 1

The centrally planned communist run nations belong to which one of the following world?

Select correct option:

First world
Second world
Third world

Fourth world

Question # 13 of 20 (Start time: 07:44:41 PM) Total Marks: 1

Which of the following is a physical, concrete product that you can touch?

Select correct option:

A service

A good

An idea

A philosophy

Question # 14 of 20 (Start time: 07:45:04 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.

Which of the following information is required under the category of prescriptive info?

Select correct option:

Dividends

Laws and regulations

Ruling concerning taxes

All of the given options

Question # 15 of 20 (Start time: 07:45:49 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.

Which of the following information is NOT required under the category of marketing mix?

Select correct option:

Add products
Sales campaign
Distribution channel
Expectations analysis

Question # 16 of 20 (Start time: 07:46:48 PM) Total Marks: 1
A balance of payment statement includes three accounts EXCEPT:
Select correct option:

Current account
Capital account
Reserve account
Accrual account

Question # 17 of 20 (Start time: 07:47:55 PM) Total Marks: 1
Which of the following is NOT the part of the marketing process?
Select correct option:

Situation analysis
Marketing strategy
Marketing mix decisions
Marketing globalization drivers

Question # 18 of 20 (Start time: 07:49:24 PM) Total Marks: 1
Carriage and insurance paid to (CIP) is one of the term of sale is used in place of which of the following?
Select correct option:

Free alongside ship (FAS)
Cost and freight (CFR)
Cost, insurance, and freight (CIF)
Free on board (FOB)

Question # 19 of 20 (Start time: 07:50:54 PM) Total Marks: 1
A society's accepted basis for responding to external and internal events summarize in which of the following way?
Select correct option:

Social agenda
Culture

Reference groups
Cultivation possibility

Question # 20 of 20 (Start time: 07:52:26 PM) Total Marks: 1

Which one of the following term explains the ability of a firm or individual to satisfy customer needs and expectations?

Select correct option:

Wants
Demand
Products
Quality

Mkt630 - Quiz 3

Question # 1 of 20 (Start time: 10:01:45 PM) Total Marks: 1

Which of the following mode of international business dispute resolution is nonbonding agreement between parties to resolve disputes by asking a third party to reconcile differences?

Select correct option:

Litigation
Mediation
Compromise
Arbitration

Question # 2 of 20 (Start time: 10:02:54 PM) Total Marks: 1

Which of the following country is reputed to have passed the most stringent green marketing laws that regulate the management and recycling of packaging waste?

Select correct option:

France

England

United States

Germany

Question # 3 of 20 (Start time: 10:03:35 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of foreign exchange info?

Select correct option:

Interest rates

Laws and regulations

Availability of finance

Dividends in host country

Question # 4 of 20 (Start time: 10:04:27 PM) Total Marks: 1

All of the arguments are against the Mercantilism philosophy EXCEPT:

Select correct option:

Bullion reserves are in favor of nation

Wealthy citizen pay tax more

Many exporter loss subsidies

Accumulation of gold is not real wealth

Question # 5 of 20 (Start time: 10:05:52 PM) Total Marks: 1

Which of the following best describes proactive marketing?

Select correct option:

Simply selling

After sales calls to get feedback

Encourage customers to contact for queries

Contact customers to seek input for future improvement in products

Question # 7 of 20 (Start time: 10:22:20 PM) Total Marks: 1

Identify the country that's retail sale derived from franchising is one third?

Select correct option:

Romania

The USA

Europe

Asia

Question # 8 of 20 (Start time: 10:23:40 PM) Total Marks: 1

Identify the exchange rate system in which exchange rates are allowed to move only within limits.

Select correct option:

Fixed Exchange Rate System

Flexible Exchange Rate System

Managed Exchange Rate System

Moderate Exchange Rate System

Question # 9 of 20 (Start time: 10:24:12 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is NOT required under the category of marketing mix?

Select correct option:

Add products

Sales campaign

Distribution channel

None of the given options

Question # 10 of 20 (Start time: 10:25:31 PM) Total Marks: 1

Identify which one of the following description is belongs to political environment?

Select correct option:

Overall level of development

Existence of middle class

Product-significant demographics

Ideological orientation

Question # 11 of 20 (Start time: 10:26:31 PM) Total Marks: 1

Recently, in the era of marketing “product life cycle” is falling in which change?

Select correct option:

Same as earlier

No change

Shortening

Longer

Question # 12 of 20 (Start time: 10:27:39 PM) Total Marks: 1

If a marketer collects information about the product attributes and positioning related to his competitor. Which kind of information he gathered?

Select correct option:

Marketing mix information

Product related information

Competitor information

Resource information

Question # 13 of 20 (Start time: 10:29:09 PM) Total Marks: 1

Which of the following phase of marketing research process is considered MOST expensive and subject to error?

Select correct option:

Exploratory research

Hypothesis

Data collection

Data validation

Question # 14 of 20 (Start time: 10:30:38 PM) Total Marks: 1

Identify a resulting form of business in which a firm A is controlling all business activities and ending up the control of firm B to expand business?

Select correct option:

Legal contract

Joint venture

Acquisition

Merger

Question # 15 of 20 (Start time: 10:32:05 PM) Total Marks: 1

Mention the correct order in finding potential customer according to your marketing expertise.

Select correct option:

Segmentation, demerit measurement, targeting, positioning

Demerit measurement, segmentation, targeting, positioning (not sure)

Segmentation, targeting, positioning, demerit measurement

Demerit measurement, targeting, segmentation, positioning

Question # 16 of 20 (Start time: 10:33:27 PM) Total Marks: 1

LG Phillips LDC” is joint venture established by LG group and Royal Phillips Electronic.

Identify the year in which this joint venture was established?

Select correct option:

2000

2001

2002

2003

Question # 17 of 20 (Start time: 10:34:52 PM) Total Marks: 1

Which of the human wants are backed by buying power?

Select correct option:

Needs

Wants

Demands

Exchange

Question # 18 of 20 (Start time: 10:36:19 PM) Total Marks: 1

A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?

Select correct option:

An open-ended

A dichotomous

A multiple choice

A scale

Question # 19 of 20 (Start time: 10:37:10 PM) Total Marks: 1

Carriage paid to (CPT) is one of the trade term is used in place of which of the following?
Select correct option:

Free on board (FOB)

Cost and freight (CFR)

Cost, insurance, and freight (CIF)

Free alongside ship (FAS)

Question # 19 of 20 (Start time: 10:37:10 PM) Total Marks: 1

Cost, insurance paid to (CIP) is one of the trade term is used in place of which of the following?

Select correct option:

Free on board (FOB)

Cost and freight (CFR)

Cost, insurance, and freight (CIF)

Free alongside ship (FAS)

QUIZ 2

Question # 1 of 20 (Start time: 04:02:22 AM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of competitive information?

Select correct option:

Corporate

Market share

Functional strategies

Ruling concerning taxes

Question # 2 of 20 (Start time: 04:03:48 AM) Total Marks: 1

Which of the following is NOT the part of the marketing process?

Select correct option:

Lead countries

Transferable marketing

Market globalization drivers

All of the given options

Question # 3 of 20 (Start time: 04:05:16 AM) Total Marks: 1

A variety of information is needed for successfully operating in international market.

Which of the following information is required under the category of market potential?

Select correct option:

Functional strategies

Laws and regulations

Technological environment

None of the given options

Question # 4 of 20 (Start time: 04:06:46 AM) Total Marks: 1

The Global Strategic Rivalry Theory was presented by which one of the following scholars?

Select correct option:

Recardo

Adam Smith

Paul Krugman

Michael Porter

Question # 5 of 20 (Start time: 04:08:05 AM) Total Marks: 1

Which of the following orientations holds that consumers will favor products that are available and highly affordable?

Select correct option:

- Product concept
- Marketing concept
- Production concept
- Selling concept

Question # 6 of 20 (Start time: 04:09:28 AM) Total Marks: 1

Of the alternate concepts under which organizations design and carry out their marketing strategies, which one can lead to marketing myopia?

Select correct option:

- Marketing concept
- Selling concept
- Production concept
- Societal marketing concept

Question # 7 of 20 (Start time: 04:10:56 AM) Total Marks: 1

According to the theory of absolute advantage, a country can have certain advantages over other countries, which of the following is the natural advantage?

Select correct option:

- Skills development
- Acquired advantage
- Development of process
- None of the given options

Question # 8 of 20 (Start time: 04:12:27 AM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of competitive information?

Select correct option:

Exchange rate

Balance of payment

Functional strategies

Ruling concerning taxes

Question # 9 of 20 (Start time: 04:13:56 AM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of market potential?

Select correct option:

Demand estimate

Functional strategies

Laws and regulations

Technological environment

Question # 10 of 20 (Start time: 04:15:27 AM) Total Marks: 1

Which of the following treaties covered the way for effective a worldwide tariff agreement?

Select correct option:

WTO

GATT

NAFTA

NATO

Question # 11 of 20 (Start time: 04:16:56 AM) Total Marks: 1

Which of the following is NOT a deciding factor of international market evaluation?

Select correct option:

Political risks

Local competition

Non-trade barriers

All of the given options

Question # 12 of 20 (Start time: 04:18:26 AM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is NOT required under the category of foreign exchange info?

Select correct option:

Laws and regulations

Availability of finance

Dividends in host country

All of the given options

Question # 13 of 20 (Start time: 04:19:57 AM) Total Marks: 1

Which of the following holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors?

Select correct option:

The Product concept

The Marketing concept

The Production concept

The Societal Marketing concept

Question # 15 of 20 (Start time: 04:22:28 AM) Total Marks: 1

Which of the following is NOT one of the alternative concepts under which organizations design and carry out their marketing strategies?

Select correct option:

- Distribution concept
- Marketing concept
- Product concept
- Production concept

Question # 16 of 20 (Start time: 04:23:52 AM) Total Marks: 1

Mercantilism philosophy explains about import and export balance. Which one of the following is the consistent with this philosophy?

Select correct option:

- Export more goods
- Import more goods
- Imports equal to exports
- Imports greater than export

Question # 17 of 20 (Start time: 04:25:22 AM) Total Marks: 1

The third stage “Analysis of Company Sales Potential” in determining export potential in international market involves the following variables EXCEPT:

Select correct option:

- Market assessment
- Determinant of profitability
- Cost of internal distribution
- Sale volume forecasting

Question # 18 of 20 (Start time: 04:26:53 AM) Total Marks: 1

Which one of the following is an acronym of SWOT?

Select correct option:

- Strategy, working, opinion, tactical
- Strengths, weaknesses, opportunities, threats
- Strategy, work, openness, toughness
- Strategy, weakness, opinions, tactics

Question # 19 of 20 (Start time: 04:27:37 AM) Total Marks: 1

Which one of the following term explains the ability of a firm or individual to satisfy customer needs and expectations?

Select correct option:

- Wants
- Demand
- Products
- Quality

Question # 20 of 20 (Start time: 04:29:07 AM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is NOT required under the category of marketing mix?

Select correct option:

- Add products
- Sales campaign
- Distribution channel
- Expectations analysis

Mkt630 International Marketing Quiz no 1
26 APRIL 2011

Solved by **fawad** coolstar@gmail.com

I highlighted answers of my own with my best skills during the quiz
I don't take any responsibility about any answer. thanks

Question # 1 of 20 (Start time: 05:12:35 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is NOT required under the category of marketing mix?

Select correct option:

Add products

Sales campaign

Distribution channel

None of the given options

Question # 2 of 20 (Start time: 05:14:05 PM) Total Marks: 1

Which one of the following index measures the tolerance of social inequality?

Select correct option:

Uncertainty Avoidance

Power Distance

Cultural Value

Individualism/Collectivism

Question # 3 of 20 (Start time: 05:15:29 PM) Total Marks: 1

Which of the following best describes the reactive marketing?

Select correct option:

Simply selling

After sales calls to get feedback

Encourage customers to contact for queries

Contact customers to seek input for future improvement in products

Question # 4 of 20 (Start time: 05:16:52 PM) Total Marks: 1

Historical data of a firm is sufficient to find which of the following information?

Select correct option:

Trends in sales and profit

Trends in sales only

Trends in profit only

Either trends in sales or profit

Question # 5 of 20 (Start time: 05:18:17 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is required under the category of prescriptive info?
Select correct option:

- Exchange rate
- Balance of payment
- Laws and regulations**
- None of the given options

Question # 6 of 20 (Start time: 05:19:42 PM) Total Marks: 1
Which of the following best describes proactive marketing?
Select correct option:

- Simply selling
- After sales calls to get feedback
- Encourage customers to contact for queries
- Contact customers to seek input for future improvement in products**

Question # 7 of 20 (Start time: 05:20:45 PM) Total Marks: 1
Which one of the following law formats is based on an all-inclusive system of written rules of law?
Select correct option:

- Code law**
- Interpretive law
- Common law
- Legislative law

Question # 8 of 20 (Start time: 05:22:10 PM) Total Marks: 1
Identify the system of accounts that record a nation's international financial transaction?
Select correct option:

- Balance of trade
- Balance of payments**
- Balance of import
- Balance of export

Question # 9 of 20 (Start time: 05:23:41 PM) Total Marks: 1

A balance of payment statement includes three accounts EXCEPT:

Select correct option:

Current account

Capital account

Reserve account

Accrual account

Question # 10 of 20 (Start time: 05:25:07 PM) Total Marks: 1

A statement that records all financial transactions between a nation's residents and for those the rest of the world during a given period usually one year is called a nation's:

Select correct option:

Balance of trade

Balance of payment

Import export statement

Supply demand statement

Question # 11 of 20 (Start time: 05:26:30 PM) Total Marks: 1

Which of the following social scientists is credited with doing the most thorough, influential, and widely read work on how cultural values influence various types of business and market behavior?

Select correct option:

Milton Friedman

Daniel Starch

Geert Hofstede

Sigmund Freud

Question # 12 of 20 (Start time: 05:28:00 PM) Total Marks: 1

The designing of marketing mix for each segment if marketer selects more than one segment for company, a product is:

Select correct option:

Different in nature

Similar in nature

May be different or similar
Either different or similar

Question # 13 of 20 (Start time: 05:29:31 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is required under the category of general conditions?
Select correct option:

Exchange rate
Consumer behavior
Balance of payment
Technological environments

Question # 14 of 20 (Start time: 05:30:54 PM) Total Marks: 1

Which of the following determine the needs, wants, and interests of target markets and to deliver the desired satisfactions in a way that preserves or enhances the consumer's and society's well-being?
Select correct option:

The Product concept
The Marketing concept
The Production concept
The Societal Marketing concept

Question # 15 of 20 (Start time: 05:31:55 PM) Total Marks: 1

Identify the most severe political risk in which company's assets are seized without payment?
Select correct option:

Confiscation
Expropriation (I myself checked this answer)
Domestication
Liquidation

Question # 16 of 20 (Start time: 05:33:26 PM) Total Marks: 1

The nature of multi-segments (more than one segment if he/she select) that a marketer selects as a target market is:

Select correct option:

Homogeneous

Heterogeneous

Both homogeneous and heterogeneous

Either homogeneous or heterogeneous

Question # 17 of 20 (Start time: 05:34:57 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is NOT required under the category of foreign exchange info?

Select correct option:

Laws and regulations

Availability of finance

Dividends in host country

All of the given options

Question # 18 of 20 (Start time: 05:36:07 PM) Total Marks: 1

According to the theory of absolute advantage, a country can have certain advantages over other countries, which of the following is the acquired advantage?

Select correct option:

Climate conditions

Natural resources

Cheap labor-force

None of the given options

Question # 19 of 20 (Start time: 05:37:41 PM) Total Marks: 1

Which of the following orientations holds that consumers will favor products that are available and highly affordable?

Select correct option:

Product concept

Marketing concept

Production concept

Selling concept

Question # 20 of 20 (Start time: 05:39:11 PM) Total Marks: 1

Choose the nature of product life cycle of luxury product where cost is less important.

Select correct option:

Short product life cycle

Long product life cycle

Medium product life cycle

Undefined product life cycle

1. Which form of international commercial payment that one or more banks?

A. Bill of exchange

B. Sight draft

C. Date draft

D. Letter of credit

2. Which one of the following is not part of an organization's macro-environment?

A. Political environment

B. Economic environment

C. Internal environment

D. Social environment

3. Identify the information that an international marketer needs to know under the head of "Analysis of company sales potential" to evaluate firm sales and profit potential.

A. Market Access

B. Product Potential

C. Cost of Internal Distribution

D. Per capita income and distribution

4. Carriage and insurance paid to (CIP) is one of the term of sale is used in place of which of the following?

A. Free alongside ship (FAS)

B. Cost, insurance, and freight (CIF)

C. Cost and freight (CFR)

D. Free on board (FOB)

5. Identify the analysis that an international marketer uses to determine potential export in international market.

- A. Two stage analysis
- B. Four stage analysis
- C. Three stage analysis**
- D. Five stage analysis

6. An individual is using the systematic design, collection, analysis, and reporting of data relevant to marketing its programs to minority students. What do we call this?

- A. Promotion
- B. Marketing research**
- C. Self-study
- D. Cost-benefit analysis

7. Identify the pricing term that indicates that the charterer of a vessel is responsible for the cost of loading and unloaded goods from vessel.

- A. Free in**
- B. Free in and out
- C. Free out
- D. Free out and in

8. Which form of data can usually be obtained more quickly and at a lower cost?

- A. Secondary**
- B. Primary
- C. Census
- D. Tertiary

9. Which method of research can be used to obtain information if people are unwilling or unable to provide?

- A. Observation**
- B. Focus groups
- C. Personal interviews
- D. Questionnaires

10. What is the desired rate of speech for a presentation?

- A. 100 to 150 words**
- B. 10 to 15 words
- C. 25 to 50 words
- D. 50 to 90 words

Quiz Start Time: 08:09 PM

Question # 1 of 20 (Start time: 08:09:58 PM) Total Marks: 1

If an Indian businessman invest in a China as foreign direct investment due to good infrastructure, related industry, labor availability. Owing to which factor he is investing?

Select correct option:

- Production costs
- Logistics
- Availability of natural resources
- Access to key technologies

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 2 of 20 (Start time: 08:11:25 PM) Total Marks: 1

The major focus of theory of absolute advantage is one of the following.

Select correct option:

- Promote free trade
- Promote restricted trade
- No need to export
- No need to import

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **9**
sec(s)

Quiz Start Time: 08:09 PM

Question # 3 of 20 (Start time: 08:12:09 PM)

Total Marks: 1

Which of the following is considered a smart way to recover cost of research and development?

Select correct option:

- Foreign direct investment

Licensing

Sharing ideas

Franchising

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 69 sec(s)

Quiz Start Time: 08:09 PM

Question # 4 of 20 (Start time: 08:13:33 PM)

Total Marks: 1

Which of the following are the goals of international marketing?

Select correct option:

Expansion of business activities abroad

Remove competition in international market

Creating and retaining customers in global market

None of the given options

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 30
sec(s)

Quiz Start Time: 08:09 PM

Question # 5 of 20 (**Start time: 08:14:21 PM**) **Total Marks: 1**

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of marketing mix?

Select correct option:

- Sales campaign
- Financial information
- Functional strategies
- Expectations analysis

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 39
sec(s)

Quiz Start Time: 08:09 PM

Question # 6 of 20 (Start time: 08:15:34 PM)

Total Marks: 1

Identify the system of accounts that record a nation's international financial transaction?

Select correct option:

- Balance of trade
- Balance of payments
- Balance of import
- Balance of export

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 67
sec(s)

Quiz Start Time: 08:09 PM

Question # 7 of 20 (Start time: 08:16:54 PM)

Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of foreign exchange info?

Select correct option:

- Dividends
- Balance of payments
- Availability of human
- Ruling concerning taxes

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **36**
sec(s)

Quiz Start Time: 08:09 PM

Question # 8 of 20 (Start time: 08:17:31 PM) Total Marks: 1

Identify which one of the following description is belongs to political environment?

Select correct option:

- Overall level of development
- Existence of middle class

Product-significant demographics

Ideological orientation

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 70 sec(s)

Quiz Start Time: 08:09 PM

Question # 9 of 20 (Start time: 08:18:36 PM)

Total Marks: 1

The historical data of a firm helps the marketer decision in which direction?

Select correct option:

Clue for its future

Clue for its past

Clue for its present

Clue for its near past

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 10 of 20 (Start time: 08:19:23 PM)

Total Marks: 1

Which of the following represent major internationalization motives for a firm?

Select correct option:

- Overproduction
- Non-tax benefits
- Information source
- None of the given options

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 11 of 20 (Start time: 08:20:49 PM)

Total Marks: 1

Which of the following is a disadvantage of pre-designed measurement questions?

Select correct option:

- Customized
- Enhanced validity
- Reduced project costs
- Availability

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **78**
sec(s)

Quiz Start Time: 08:09 PM

Question # 12 of 20 (Start time: 08:21:55 PM)

Total Marks: 1

Which one of the following is an acronym of SWOT?

Select correct option:

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

Strategy, work, openness, toughness

Strategy, weakness, opinions, tactics

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 21 sec(s)

Quiz Start Time: 08:09 PM

Question # 13 of 20 (**Start time: 08:22:15 PM**)

Total Marks: 1

Which of the following are NOT common themes that run through the discourse of globalization?

Select correct option:

Ecological interdependence

Hologramatic diversity

Heterogenic cultures

Ubiquitous communication

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 14 of 20 (Start time: 08:23:35 PM)

Total Marks: 1

Identify which of the following types of countries with few presently known resources and people living in massive poverty belong?

Select correct option:

- First world
- Second world
- Third world
- Fifth world

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 15 of 20 (Start time: 08:24:57 PM)

Total Marks: 1

Auto Alliance International (AAI) is a joint venture established by the Ford Motor Company and third party LIKE:

Select correct option:

- Mazda Motors
- Toyota Motors
- Suzuki Motors
- Honda Motors

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **67**
sec(s)

Quiz Start Time: 08:09 PM

Question # 16 of 20 (**Start time: 08:26:25 PM**)

Total Marks: 1

Which of the following best describes the basic marketing?

Select correct option:

- Simply selling
- After sales calls to get feedback

Encourage customers to contact for queries

Contact customers to seek input for future improvement in products

Click here to Save Answer & Move to Next Question

BC070400908 : HUSNAIN TARIQ

Time Left **51**
sec(s)

Quiz Start Time: 08:09 PM

Question # 17 of 20 (**Start time: 08:26:56 PM**)

Total Marks: 1

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

Select correct option:

Group

Sample

Target group

Audience

Click here to Save Answer & Move to Next Question

Quiz Start Time: 08:09 PM

Question # 18 of 20 (Start time: 08:27:45 PM)

Total Marks: 1

A cross-licensing agreement is a contract between two or more parties where each party grants rights to their intellectual property to the other parties UNLIKE:

Select correct option:

- Copyrights
- Trademarks
- Patents
- Legal acts

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 19 of 20 (Start time: 08:29:07 PM)

Total Marks: 1

The cornerstone of international franchising is known as:

Select correct option:

- Standardization
- Concentration
- Adaptation
- Focus

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **68** sec(s)

Quiz Start Time: 08:09 PM

Question # 20 of 20 (**Start time: 08:30:33 PM**)

Total Marks: 1

The percentage of world trade that is financed through counter trade is:

Select correct option:

- More than 10%
- More than 15%

More than 20%

More than 25%

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **88**
sec(s)

Quiz Start Time: 08:09 PM

Question # 1 of 20 (**Start time: 08:09:58 PM**)

Total Marks: 1

If an Indian businessman invest in a China as foreign direct investment due to good infrastructure, related industry, labor availability. Owing to which factor he is investing?

Select correct option:

Production costs

Logistics

Availability of natural resources

Access to key technologies

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 54
sec(s)

Quiz Start Time: 08:09 PM

Question # 2 of 20 (Start time: 08:11:25 PM)

Total Marks: 1

The major focus of theory of absolute advantage is one of the following.

Select correct option:

- Promote free trade
- Promote restricted trade
- No need to export
- No need to import

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 9
sec(s)

Quiz Start Time: 08:09 PM

Question # 3 of 20 (Start time: 08:12:09 PM)

Total Marks: 1

Which of the following is considered a smart way to recover cost of research and development?

Select correct option:

- Foreign direct investment
- Licensing
- Sharing ideas
- Franchising

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **69**
sec(s)

Quiz Start Time: 08:09 PM

Question # 4 of 20 (Start time: 08:13:33 PM)

Total Marks: 1

Which of the following are the goals of international marketing?

Select correct option:

- Expansion of business activities abroad

- Remove competition in international market
- Creating and retaining customers in global market
- None of the given options

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **30**
sec(s)

Quiz Start Time: 08:09 PM

Question # 5 of 20 (Start time: 08:14:21 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of marketing mix?

Select correct option:

- Sales campaign
- Financial information
- Functional strategies

Expectations analysis

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left 39 sec(s)

Quiz Start Time: 08:09 PM

Question # 6 of 20 (Start time: 08:15:34 PM)

Total Marks: 1

Identify the system of accounts that record a nation's international financial transaction?

Select correct option:

Balance of trade

Balance of payments

Balance of import

Balance of export

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 7 of 20 (Start time: 08:16:54 PM)

Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of foreign exchange info?

Select correct option:

- Dividends
- Balance of payments
- Availability of human
- Ruling concerning taxes

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 8 of 20 (Start time: 08:17:31 PM)

Total Marks: 1

Identify which one of the following description is belongs to political environment?

Select correct option:

- Overall level of development
- Existence of middle class
- Product-significant demographics
- Ideological orientation

[Click here to Save Answer & Move to Next Question](#)

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Time Left **70**
sec(s)

Quiz Start Time: 08:09 PM

Question # 9 of 20 (**Start time: 08:18:36 PM**)

Total Marks: 1

The historical data of a firm helps the marketer decision in which direction?

Select correct option:

- Clue for its future
- Clue for its past

Clue for its present

Clue for its near past

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **22**
sec(s)

Quiz Start Time: 08:09 PM

Question # 10 of 20 (**Start time: 08:19:23 PM**)

Total Marks: 1

Which of the following represent major internationalization motives for a firm?

Select correct option:

Overproduction

Non-tax benefits

Information source

None of the given options

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 11 of 20 (Start time: 08:20:49 PM)

Total Marks: 1

Which of the following is a disadvantage of pre-designed measurement questions?

Select correct option:

- Customized
- Enhanced validity
- Reduced project costs
- Availability

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 12 of 20 (Start time: 08:21:55 PM)

Total Marks: 1

Which one of the following is an acronym of SWOT?

Select correct option:

- Strategy, working, opinion, tactical
- Strengths, weaknesses, opportunities, threats
- Strategy, work, openness, toughness
- Strategy, weakness, opinions, tactics

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **21**
sec(s)

Quiz Start Time: 08:09 PM

Question # 13 of 20 (Start time: 08:22:15 PM)

Total Marks: 1

Which of the following are NOT common themes that run through the discourse of globalization?

Select correct option:

- Ecological interdependence
- Hologramatic diversity

Heterogenic cultures

Ubiquitous communication

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **21**
sec(s)

Quiz Start Time: 08:09 PM

Question # 14 of 20 (**Start time: 08:23:35 PM**)

Total Marks: 1

Identify which of the following types of countries with few presently known resources and people living in massive poverty belong?

Select correct option:

First world

Second world

Third world

Fifth world

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 15 of 20 (Start time: 08:24:57 PM)

Total Marks: 1

Auto Alliance International (AAI) is a joint venture established by the Ford Motor Company and third party LIKE:

Select correct option:

- Mazda Motors
- Toyota Motors
- Suzuki Motors
- Honda Motors

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 08:09 PM

Question # 16 of 20 (Start time: 08:26:25 PM)

Total Marks: 1

Which of the following best describes the basic marketing?

Select correct option:

- Simply selling
- After sales calls to get feedback
- Encourage customers to contact for queries
- Contact customers to seek input for future improvement in products

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **51**
sec(s)

Quiz Start Time: 08:09 PM

Question # 17 of 20 (**Start time: 08:26:56 PM**)

Total Marks: 1

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

Select correct option:

- Group

Sample

Target group

Audience

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **11**
sec(s)

Quiz Start Time: 08:09 PM

Question # 18 of 20 (**Start time: 08:27:45 PM**)

Total Marks: 1

A cross-licensing agreement is a contract between two or more parties where each party grants rights to their intellectual property to the other parties UNLIKE:

Select correct option:

Copyrights

Trademarks

Patents

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **15**
sec(s)

Quiz Start Time: 08:09 PM

Question # 19 of 20 (**Start time: 08:29:07 PM**)

Total Marks: 1

The cornerstone of international franchising is known as:

Select correct option:

[Click here to Save Answer & Move to Next Question](#)

BC070400908 : HUSNAIN TARIQ

Time Left **68**
sec(s)

Quiz Start Time: 08:09 PM

Question # 20 of 20 (Start time: 08:30:33 PM)

Total Marks: 1

The percentage of world trade that is financed through counter trade is:

Select correct option:

- More than 10%
- More than 15%
- More than 20%
- More than 25%

[Click here to Save Answer & Move to Next Question](#)

Quiz Start Time: 07:34 PM Time Left 49 sec(s)

Question # 1 of 20 (Start time: 07:34:10 PM) Total Marks: 1

What is the second step in the report preparation and presentation process?

Select correct option:

Data analysis correct

Report preparation
Interpretation and conclusions
Oral presentation

Quiz Start Time: 07:34 PM Time Left 30
sec(s)

Question # 2 of 20 (Start time: 07:35:36 PM) Total Marks: 1
The major focus of theory of absolute advantage is one of the following.
Select correct option:

Promote free trade correct

Promote restricted trade

No need to export

No need to import

Quiz Start Time: 07:34 PM Time Left 13
sec(s)

Question # 3 of 20 (Start time: 07:36:49 PM) Total Marks: 1
A variety of information is needed for successfully operating in international market.
Which of the following information is required under the category of marketing mix?
Select correct option:

Laws

Add products

Functional strategies correct

Expectations analysis

Quiz Start Time: 07:34 PM Time Left 30
sec(s)

Question # 4 of 20 (Start time: 07:38:14 PM) Total Marks: 1
Identify the analysis that an international marketer uses to determine potential export in
international market.
Select correct option:

- Two stage analysis
- Three stage analysis correct**
- Four stage analysis
- Five stage analysis

Quiz Start Time: 07:34 PM Time Left 47
sec(s)

Question # 5 of 20 (Start time: 07:39:40 PM) Total Marks: 1
Which of the following stage should be feasible to analysis the market of any country for
export potential?
Select correct option:

- Stage one
- Stage two
- Stage three correct**
- All of the above

Quiz Start Time: 07:34 PM Time Left 17
sec(s)

Question # 6 of 20 (Start time: 07:41:05 PM) Total Marks: 1

Identify the concept in which customer will prefer those products which can satisfy the customer needs, wants and demands.

Select correct option:

Societal Concept

Production Concept

Selling concept

Marketing Concept correct

Quiz Start Time: 07:34 PM Time Left 61
sec(s)

Question # 7 of 20 (Start time: 07:42:30 PM) Total Marks: 1

A resulting form of business in which combined firm of business shares the management to control integrated business is known as:

Select correct option:

Legal contract

Joint venture correct

Acquisition

Merger

Quiz Start Time: 07:34 PM Time Left 49
sec(s)

Question # 8 of 20 (Start time: 07:43:57 PM) Total Marks: 1
If government of Pakistan imposed the taxes on exported products from USA, such kind
of charging by Pakistani government is categories as:
Select correct option:

- Tariff**
- Quota
- Embargo
- Supply-based

Quiz Start Time: 07:34 PM Time Left 45
sec(s)

Question # 9 of 20 (Start time: 07:44:54 PM) Total Marks: 1
Carriage and insurance paid to (CIP) is one of the term of sale is used in place of which
of the following?
Select correct option:

- Free alongside ship (FAS)
- Cost and freight (CFR)
- Cost, insurance, and freight (CIF) correct**
- Free on board (FOB)

Quiz Start Time: 07:34 PM Time Left 22
sec(s)

Question # 10 of 20 (Start time: 07:45:52 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is NOT required under the category of marketing
mix?

Select correct option:

Add products

Sales campaign

Distribution channel

None of the given options correct

Quiz Start Time: 07:34 PM Time Left 18
sec(s)

Question # 12 of 20 (Start time: 08:11:44 PM) Total Marks: 1

Which one of the following is a problem in secondary data collection?

Select correct option:

Secondary data are very difficult to obtain

Secondary data are very difficult to interpret

Secondary data are very difficult to modify

Secondary data are very difficult to present

Quiz Start Time: 07:34 PM Time Left 30
sec(s)

Question # 13 of 20 (Start time: 08:13:13 PM) Total Marks: 1
Which of the following is the part of the marketing process?
Select correct option:

Marketing strategy correct

Favorable trade polices

Market globalization drivers

Common marketing regulations

Quiz Start Time: 07:34 PM Time Left 35
sec(s)

Question # 14 of 20 (Start time: 08:14:27 PM) Total Marks: 1
The percentage of world trade that is financed through counter trade is:
Select correct option:

More than 10%

More than 15%

More than 20% correct

More than 25%

Quiz Start Time: 07:34 PM Time Left 38
sec(s)

Question # 15 of 20 (Start time: 08:15:44 PM) Total Marks: 1
Which one of the following is the main aim of global marketing?
Select correct option:

Finding global customers

Reduction of cost inefficiencies

Global Economies of Scale and Scope

All of the given option correct

Quiz Start Time: 07:34 PM Time Left 56
sec(s)

Question # 16 of 20 (Start time: 08:16:50 PM) Total Marks: 1
Identify the term, we use for bartering price of one country's currency in term of other
country's currency?
Select correct option:

Exchange rate correct

Barter system

Cross currency

Change currency

Quiz Start Time: 07:34 PM Time Left 8
sec(s)

Question # 17 of 20 (Start time: 08:17:35 PM) Total Marks: 1

Which of the following is considered a smart way to recover cost of research and development?

Select correct option:

Foreign direct investment

Licensing

Sharing ideas

Franchising

Quiz Start Time: 07:34 PM Time Left 62
sec(s)

Question # 18 of 20 (Start time: 08:19:04 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is NOT required under the category of marketing mix?

Select correct option:

Add products

Sales campaign

Distribution channel

None of the given options correct

Quiz Start Time: 08:40 PM Time Left 54
sec(s)

Question # 1 of 20 (Start time: 08:40:47 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is required under the category of foreign exchange
info?

Select correct option:

Interest rates

Exchange rates

Balance of payments

All of the given options

Quiz Start Time: 08:40 PM Time Left 74
sec(s)

Question # 2 of 20 (Start time: 08:41:34 PM) Total Marks: 1

Indicate the concept given below that explains “the human-made part of the human
environment”.

Select correct option:

Sociology

Personal relations

Culture

Anthropology

Quiz Start Time: 08:40 PM Time Left 78
sec(s)

Question # 3 of 20 (Start time: 08:42:02 PM) Total Marks: 1
Which of the following best describes the basic marketing?
Select correct option:

Simply selling

After sales calls to get feedback

Encourage customers to contact for queries

Contact customers to seek input for future improvement in products

Quiz Start Time: 08:40 PM Time Left 37
sec(s)

Question # 4 of 20 (Start time: 08:42:26 PM) Total Marks: 1
Carriage and insurance paid to (CIP) is one of the term of sale is used in place of which
of the following?
Select correct option:

Free alongside ship (FAS)

Cost and freight (CFR)

Cost, insurance, and freight (CIF)

Free on board (FOB)

Quiz Start Time: 08:40 PM Time Left 47
sec(s)

Question # 5 of 20 (Start time: 08:43:30 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is required NOT under the category of competitive
information?

Select correct option:

Corporate

Market share

Functional strategies

None of the given options

Quiz Start Time: 08:40 PM Time Left 49
sec(s)

Question # 6 of 20 (Start time: 08:44:29 PM) Total Marks: 1

The organizations with charitable, educational, community or other non-business
objective belongs to which one of the following?

Select correct option:

Reseller markets

Government markets

Producer markets

Institutional markets

Quiz Start Time: 08:40 PM Time Left 58
sec(s)

Question # 8 of 20 (Start time: 08:46:52 PM) Total Marks: 1
Mercantilism philosophy explains about import and export balance. Which one of the following is the consistent with this philosophy?
Select correct option:

Export more goods

Import more goods

Imports equal to exports

Imports greater than export

Quiz Start Time: 08:40 PM Time Left 46
sec(s)

Question # 9 of 20 (Start time: 08:47:35 PM) Total Marks: 1
Identify a resulting form of business in which a firm A is controlling all business activities and ending up the control of firm B to expand business?
Select correct option:

Legal contract

Joint venture

Acquisition

Merger

Quiz Start Time: 08:40 PM Time Left 27
sec(s)

Question # 10 of 20 (Start time: 08:48:58 PM) Total Marks: 1

Identify which of the following group of countries centrally planned communist run nations belong?

Select correct option:

First world

Second world

Third world

Fourth world

Quiz Start Time: 08:40 PM Time Left 28
sec(s)

Question # 14 of 20 (Start time: 08:54:37 PM) Total Marks: 1

The basis of which law is tradition, past practices, and legal precedents set by the courts through interpretations.

Select correct option:

Civil law

Code law

Common law

Islamic law

Quiz Start Time: 08:40 PM Time Left 58
sec(s)

Question # 19 of 20 (Start time: 09:01:36 PM) Total Marks: 1

Which of the following is NOT a deciding factor of international market evaluation?
Select correct option:

Political risks

Local competition

Non-trade barriers

All of the given options

Mkt630 International Marketing Quiz no 1

I highlighted answers of my own with my best skills during the quiz
I don't take any responsibility about any answer. thanks

Question # 1 of 20 (Start time: 05:12:35 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market.
Which of the following information is NOT required under the category of marketing
mix?

Select correct option:

Add products

Sales campaign

Distribution channel

None of the given options

Question # 2 of 20 (Start time: 05:14:05 PM) Total Marks: 1

Which one of the following index measures the tolerance of social inequality?

Select correct option:

Uncertainty Avoidance
Power Distance
Cultural Value
Individualism/Collectivism

Question # 3 of 20 (Start time: 05:15:29 PM) Total Marks: 1
Which of the following best describes the reactive marketing?
Select correct option:

Simply selling
After sales calls to get feedback
Encourage customers to contact for queries
Contact customers to seek input for future improvement in products

Question # 4 of 20 (Start time: 05:16:52 PM) Total Marks: 1
Historical data of a firm is sufficient to find which of the following information?
Select correct option:

Trends in sales and profit
Trends in sales only
Trends in profit only
Either trends in sales or profit

Question # 5 of 20 (Start time: 05:18:17 PM) Total Marks: 1
A variety of information is needed for successfully operating in international market.
Which of the following information is required under the category of prescriptive info?
Select correct option:

Exchange rate
Balance of payment
Laws and regulations
None of the given options

Question # 6 of 20 (Start time: 05:19:42 PM) Total Marks: 1
Which of the following best describes proactive marketing?
Select correct option:

Simply selling

After sales calls to get feedback

Encourage customers to contact for queries

Contact customers to seek input for future improvement in products

Question # 7 of 20 (Start time: 05:20:45 PM) Total Marks: 1

Which one of the following law formats is based on an all-inclusive system of written rules of law?

Select correct option:

Code law

Interpretive law

Common law

Legislative law

Question # 8 of 20 (Start time: 05:22:10 PM) Total Marks: 1

Identify the system of accounts that record a nation's international financial transaction?

Select correct option:

Balance of trade

Balance of payments

Balance of import

Balance of export

Question # 9 of 20 (Start time: 05:23:41 PM) Total Marks: 1

A balance of payment statement includes three accounts EXCEPT:

Select correct option:

Current account

Capital account

Reserve account

Accrual account

Question # 10 of 20 (Start time: 05:25:07 PM) Total Marks: 1

A statement that records all financial transactions between a nation's residents and for those the rest of the world during a given period usually one year is called a nation's:

Select correct option:

Balance of trade

Balance of payment

Import export statement

Supply demand statement

Question # 11 of 20 (Start time: 05:26:30 PM) Total Marks: 1

Which of the following social scientists is credited with doing the most thorough, influential, and widely read work on how cultural values influence various types of business and market behavior?

Select correct option:

Milton Friedman

Daniel Starch

Geert Hofstede

Sigmund Freud

Question # 12 of 20 (Start time: 05:28:00 PM) Total Marks: 1

The designing of marketing mix for each segment if marketer selects more than one segment for company, a product is:

Select correct option:

Different in nature

Similar in nature

May be different or similar

Either different or similar

Question # 13 of 20 (Start time: 05:29:31 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is required under the category of general conditions?

Select correct option:

Exchange rate

Consumer behavior

Balance of payment

Technological environments

Question # 14 of 20 (Start time: 05:30:54 PM) Total Marks: 1

Which of the following determine the needs, wants, and interests of target markets and to deliver the desired satisfactions in a way that preserves or enhances the consumer's and society's well-being?

Select correct option:

The Product concept

The Marketing concept

The Production concept

The Societal Marketing concept

Question # 15 of 20 (Start time: 05:31:55 PM) Total Marks: 1

Identify the most severe political risk in which company's assets are seized without payment?

Select correct option:

Confiscation

Expropriation (I myself checked this answer)

Domestication

Liquidation

Question # 16 of 20 (Start time: 05:33:26 PM) Total Marks: 1

The nature of multi-segments (more than one segment if he/she select) that a marketer selects as a target market is:

Select correct option:

Homogeneous

Heterogeneous

Both homogeneous and heterogeneous

Either homogeneous or heterogeneous

Question # 17 of 20 (Start time: 05:34:57 PM) Total Marks: 1

A variety of information is needed for successfully operating in international market. Which of the following information is NOT required under the category of foreign exchange info?

Select correct option:

Laws and regulations
Availability of finance
Dividends in host country

All of the given options

Question # 18 of 20 (Start time: 05:36:07 PM) Total Marks: 1

According to the theory of absolute advantage, a country can have certain advantages over other countries, which of the following is the acquired advantage?

Select correct option:

Climate conditions
Natural resources

Cheap labor-force

None of the given options

Question # 19 of 20 (Start time: 05:37:41 PM) Total Marks: 1

Which of the following orientations holds that consumers will favor products that are available and highly affordable?

Select correct option:

Product concept
Marketing concept

Production concept

Selling concept

Question # 20 of 20 (Start time: 05:39:11 PM) Total Marks: 1

Choose the nature of product life cycle of luxury product where cost is less important.

Select correct option:

Short product life cycle

Long product life cycle

Medium product life cycle

Undefined product life cycle

