Multiple Choice Questions

*Answer the questions by marking (√) on appropriate answer.

1. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
   a. Marketing intelligence
   b. Marketing research
   c. Customer profiles
   d. Internal databases

2. All of the following are considered to be drawbacks of local marketing EXCEPT:
   a. it can drive up manufacturing and marketing costs by reducing economies of scale.
   b. it can create logistical problems when the company tries to meet varied requirements.
   c. it can attract unwanted competition.
   d. it can dilute the brand's overall image.

3. The biggest or greatest amount of involvement in a foreign market comes through which of the following?
   a. Exporting
   b. Joint venturing
   c. Licensing
   d. Direct investment

4. ________________ has contractual authority to sell a manufacturer's entire output.
   a. Selling agents
   b. Rack jobbers
   c. Manufacturer's agents
   d. Purchasing agents

5. Sellers that handle their own exports are engaged in:
   a. direct exporting.
   b. indirect exporting.
   c. licensing.
   d. contract manufacturing.

6. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called a(n):
   a. line extension.
   b. brand extension.
   c. multibranding.
   d. new brands.

7. Google, Infoseek, and Excite are all called:
a. browsers.
b. Webcasters.
c. search engines.
d. software.

8. Wal-Mart owned Sam's club is an example of a retail form called a(n):
   a. factory outlet.
   b. super specialty store.
   c. seconds store.
   d. warehouse club.

9. ______________ is the general term for a buying and selling process that is supported by
   electronic means.
   a. Internet commerce
   b. Web commerce
   c. Computer commerce
   d. Electronic commerce

10. ______________ consists of dividing a market into distinct groups of buyers on the basis of
    needs, characteristics, or behavior who might require separate products or marketing mixes.
    a. Product differentiation
    b. Market segmentation
    c. Market targeting
    d. Market positioning

11. Many U.S. firms have sought relief from foreign competition by demanding protectionism policies
    by the U.S. government. A better way for companies to compete is to expand into foreign markets
    and:
    a. lower prices.
    b. increase promotion both at home and abroad.
    c. continuously improve their products at home.
    d. join into cartels at home.

12. Rolls Royce uses which of the following distribution formats?
    a. Intensive distribution
    b. Exclusive distribution
    c. Selective distribution
    d. Open distribution

13. When an importing country sets limits on the amount of goods it will accept in certain product
categories it is called a(n):
  a. quota.
  b. barrier.
  c. tariff.
  d. embargo.

14. A ______________ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
   a. push strategy
   b. pull strategy
   c. blocking strategy
   d. integrated strategy

15. Which of the following is foreign owned (even though it is traditionally thought of as a U.S. company)?
   a. IBM
   b. Xerox
   c. Kodak
   d. Universal Studios

16. A company is practicing ______________ if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.
   a. micromarketing
   b. niche marketing
   c. mass marketing
   d. segment marketing

17. ______________ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.
   a. The promotion mix
   b. Integrated international affairs
   c. Integrated marketing communications
   d. Integrated demand characteristics

18. A company faces several major decisions in international marketing. The first of these decisions is often:
   a. deciding whether to go international.
   b. looking at the global marketing environment.
   c. deciding which markets to enter.
   d. deciding how to enter markets.
19. The American Marketing Association suggests a list of code of ethics. All of the following are ethics suggested in the area of distribution EXCEPT:
   a. not manipulating the availability of a product for purpose of exploitation.
   b. not using coercion in the marketing channel.
   c. using gray marketers whenever possible to save the consumer money.
   d. not exerting undue influence over the reseller's choice to handle a product.

20. If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using:
   a. protectionism.
   b. exchange controls.
   c. exchange facilitators.
   d. nontariff trade barriers.

21. Joining with foreign companies to produce or market products and services is called:
   a. direct exporting.
   b. indirect exporting.
   c. licensing.
   d. joint venturing.

22. Ultimately .................was replaced by the .................on 1st Jan 1995
   a. GATS, WTO
   b. WTO, GATT
   c. GATT, WTO
   d. IMF, GATT

23. Which is the right sequence of stages of Internationalization?
   a. Domestic, Transnational, Global, International, Multinational
   b. Domestic, International, Multinational, Global, Transnational
   c. Domestic, Multinational, International, Transnational, Global
   d. Domestic, International, Transnational, Multinational, Global

24. Globalization refers to:
   a. Lower incomes worldwide
   b. Less foreign trade and investment
   c. Global warming and their effects
   d. A more integrated and interdependent world

25. Key controllable factors in global marketing are:
b. Social and technical changes.
c. Marketing activities and plans.
d. All of the above.

26. IBRD (International Bank for Reconstruction and Development) also known as
   a. Exim Bank
   b. World Bank
   c. International Monetary fund
   d. International Bank

27. The most common form of price discrimination in international trade is
   a. Non-tariff barriers.
   b. Voluntary Export Restraints.
   c. Dumping.
   d. Preferential trade arrangements.
   e. None of the above

28. VAT is a/an
   a. Income tax
   b. Sales Tax
   c. Custom Duty
   d. Travel Tax

29. International dimension of marketing includes
   a. Domestic marketing
   b. Foreign marketing
   c. International trade
   d. All

30. A branch and subsidiary are
   a. Different to each other
   b. Similar to each other
   c. All
   d. None
Answer Key
Multiple Choice Questions
International Marketing (MBA-IB-01)
SET 2

1. d
2. c
3. d
4. a
5. a
6. a
7. c
8. d
9. d
10. b
11. c
12. b
13. a
14. a
15. d
16. b
17. c
18. b
19. c
20. d
21. d
22. c
23. b
24. d
25. c
26. b
27. c
28. b
29. d
30. a