

313- International Marketing

1. What are the components covered in the introduction to International Marketing?

- a) Only Economic Environment
- b) Economic, Trade, and Social Environment
- c) Economic, Political, and Legal Environment
- d) Economic, Demographic, and Natural Environment

Answer: b) Economic, Trade, and Social Environment

2. Which framework is discussed in the context of Management Orientations in International Marketing?

- a) SWOT Analysis
- b) PESTLE Analysis
- c) EPRG Framework
- d) BCG Matrix

Answer: c) EPRG Framework

3. What is the emphasis of International Marketing Management Process?

- a) Domestic Environment
- b) Local Marketing
- c) International Marketing Environment
- d) Political Environment

Answer: c) International Marketing Environment

4. Which environment is not mentioned in the overview of International Marketing?

- a) Legal and Regulatory Environment
- b) Technological Environment
- c) Financial Environment
- d) Natural Environment

Answer: c) Financial Environment

5. What is the importance of the Demographic Environment in International Marketing?

- a) It influences political decisions
- b) It affects population growth only
- c) It helps in understanding consumer behavior
- d) It has no impact on international marketing

Answer: c) It helps in understanding consumer behavior

6. What tools are discussed in the context of International Marketing Information System?

- a) SWOT Analysis
- b) PESTLE Analysis
- c) Both a and b
- d) Neither a nor b

Answer: d) Neither a nor b

7. What is the primary purpose of International Market Segmentation?

- a) To divide markets based on geographic location
- b) To identify and target specific customer segments in international markets
- c) To standardize marketing strategies globally
- d) To analyze the political environment

Answer: b) To identify and target specific customer segments in international markets

8. Which strategy involves a company directly investing in foreign markets?

- a) Exporting
- b) Licensing
- c) Franchising
- d) Foreign Direct Investment (FDI)

Answer: d) Foreign Direct Investment (FDI)

9. How is International Positioning Strategies related to market competition?

- a) It focuses on legal aspects
- b) It aims to differentiate the product or brand in the minds of the target market
- c) It emphasizes pricing strategies only

d) It has no relation to competition

Answer: b) It aims to differentiate the product or brand in the minds of the target market

10. What is an essential aspect of Target Market Selection in International Marketing?

a) Selection based only on demographics

b) Ignoring cultural factors

c) Consideration of economic factors

d) Random selection

Answer: c) Consideration of economic factors

11. What are the major product decisions discussed in International Product Planning?

a) Only Product Features and Quality

b) Product Design, Branding, and Packaging

c) Labeling and Product Support Services

d) All of the above

Answer: d) All of the above

12. In the context of Pricing for International Markets, what does Dumping refer to?

a) Discarding unsold products

- b) Setting prices higher than competitors
- c) Selling goods in a foreign market below production cost
- d) Adjusting prices based on inflation

Answer: c) Selling goods in a foreign market below production cost

13. What is emphasized in the discussion of International Product Life Cycle?

- a) Long product life cycles only
- b) Short product life cycles only
- c) Changes in product demand and competition over time
- d) Ignoring competition dynamics

Answer: c) Changes in product demand and competition over time

14. What is the central theme in Managing Product Mix and Product Line internationally?

- a) Standardizing products globally
- b) Adapting products to local preferences
- c) Ignoring product diversity
- d) Emphasizing only product features

Answer: b) Adapting products to local preferences

15. What issues are covered under IPR (Intellectual Property Rights) in International Product Planning?

- a) Only product design
- b) Product support services

- c) Branding and packaging
- d) All aspects related to intellectual property

Answer: d) All aspects related to intellectual property

16. What components are part of the International Promotion Mix Decisions?

- a) Only Advertising and Sales Promotion
- b) Advertising, Sales Promotion, and Public Relations
- c) Advertising, Sales Promotion, Public Relations, and Direct Marketing
- d) Only Direct Marketing

Answer: c) Advertising, Sales Promotion, Public Relations, and Direct Marketing

17. What is the challenge discussed in the context of Standardization vs. Adaptation in International Promotion?

- a) Cultural homogeneity
- b) Ignoring local culture
- c) Overemphasis on adaptation
- d) Ignoring global trends

Answer: a) Cultural homogeneity

18. What is emphasized in the discussion on Designing International Distribution Channels?

- a) Standardizing distribution globally

- b) Ignoring logistics management
- c) Efficient channel design for international markets
- d) Random distribution strategies

Answer: c) Efficient channel design for international markets

19. What is an integral part of International Logistics Management?

- a) Only product delivery
- b) Managing distribution channels
- c) Efficient movement of products and information
- d) Exclusive focus on advertising

Answer: c) Efficient movement of products and information

20. What is a potential risk discussed in the context of Transfer Pricing in International Marketing?

- a) Setting prices too low
- b) Setting prices too high
- c) Unfair competition
- d) Ignoring competitors

Answer: c) Unfair competition

21. What is discussed under Patterns of International Marketing Organization?

- a) Historical events
- b) Organizational structures and strategies for global operations

- c) Local marketing trends
- d) Political developments

Answer: b) Organizational structures and strategies for global operations

22. What is the role of Digital Marketing in International Marketing in the 21st Century?

- a) It has no significance
- b) Limited role in global reach
- c) It significantly enhances reach and engagement
- d) It only impacts local markets

Answer: c) It significantly enhances reach and engagement

23. What is the focus of the section on Developing International Competitiveness?

- a) Ignoring competition
- b) Strategies for local markets only
- c) Enhancing competitive advantage in global markets
- d) Historical events

Answer: c) Enhancing competitive advantage in global markets

24. Why is Ethics and CSR discussed in the context of Globalization Era?

- a) It has no relevance to globalization
- b) To address the social and environmental impacts of globalization

- c) It is only about legal compliance
- d) Ignoring ethical considerations

Answer: b) To address the social and environmental impacts of globalization

25. What is the significance of Social Responsiveness in the 21st Century?

- a) Limited impact on global markets
- b) Only for local markets
- c) It is essential for global success and sustainability
- d) Ignoring social factors

Answer: c) It is essential for global success and sustainability