

First: statements true or false:

1. A service cannot be licensed internationally.
2. A licensor should assign a trademark to a licensee rather than specify the conditions under which the mark can be used.
3. All joint ventures are strategic alliances but not all strategic alliances are joint ventures.
4. Unlike joint ventures which require a new, separate entity, strategic alliance does not necessarily require a new legal entity.
5. Government legislation is the only condition that differentiates between international and domestic marketing.
6. Local branding is the one that has consistent identity with consumers across the world.
7. A host government is usually indifferent to whether FDI is in the form of acquisition.
8. Licensing is considered as a low commitment foreign market entry method.
9. Once the international sales potential becomes substantial, indirect exporting often looks more appealing than direct exporting.
10. The difference between domestic marketing and international marketing lies in the different concepts of marketing.
11. International marketing has a very important role to play in different economies.
12. Acquiring a global perspective requires adopting new approaches.
13. Government legislation is an important differentiation between international marketing and domestic marketing.
14. Marketing concepts, processes and principles are universally applicable.
15. Internationalization is the process of transforming a domestic marketing management system into an international marketing management over time.
16. Global marketing is the business activity of meeting the demand for goods in foreign markets.
17. Globalization aims at increasing trade barriers across the world.
18. Targeting involves associating the product with a particular consumer benefits and also against competition.

19. One motive for internalization is the desire to spread geographical risk.

20. The ultimate purpose of marketing planning is to ensure the achievement of goals by focusing on the formulation of a suitable marketing strategy.

Second: Multiple-Choice questions:

1. The strategy that involves selling a product from a home base, usually without any product modification:
 - a. Licensing
 - b. Exporting
 - c. Joint venture
 - d. Turnkey
2.is not an advantage of licensing:
 - a. Protection of patent.
 - b. Degree of risk
 - c. Amount of capital required
 - d. Amount of profit
3. Disney (USA) does not own the Disneyland amusement park in Japan, but receives royalties, because of Arrangement:
 - a. Licensing
 - b. Joint venture
 - c. Turnkey
 - d. Manufacturing
4. The least profitable entry strategy to foreign markets:
 - a. Licensing
 - b. Manufacturing
 - c. Management contracts
 - d. Joint venture
5.entry strategy involves having an agreement that permits a foreign company to use industry property, technical know-how or engineering design in a foreign market:
 - a. FDI
 - b. Joint venture
 - c. Licensing
 - d. Management contract

6. Sony and Pepsi joined together to market Wilson sporting goods in Japan.
This strategy is called:
- Manufacturing
 - Joint venture
 - Licensing
 - Exporting
7. A partnership at corporate level is:
- FDI
 - Joint venture
 - Management contract
 - None of the above
8. Joint venture may not overcome the problem of:
- Control
 - Amount of resources
 - Legal requirements
 - Social requirement.
9. The market entry strategy that should be used when a company faces high tariffs, but does not want to lose control of its operations:
- Turnkey
 - FDI
 - Joint venture
 - Strategic alliances
10. German firms asked to build the biggest steel mills in the world in China and to train local personnel. This strategy is known as:
- FDI
 - Joint venture
 - Strategic alliance
 - Turnkey
11.is a market entry strategy that offers potential profits and control:
- FDI
 - Licensing
 - Turnkey
 - None of the above

12. by
- Sole partner
 - Acquisition
 - Joint venture
 - Mergers
13.is usually the most effective of method of market:
- FDI
 - Joint venture
 - Franchising
 - None of the above
- 14.....is a separate organization which is formed by the partners, who contribute equity in equal or different proportion:
- Wholly-owned subsidiaries
 - Equity joint ventures
 - Franchising
 - Strategic alliances
- 15.A firm's global marketing strategy addresses which of the following issues?
- Global market participation
 - Coordination of marketing activities
 - Integration of competitive moves
 - All of the above
16. A fundamental difference between local marketing and global marketing is
- The lack of marketing mix
 - The scope of activities
 - The lack of strategic planning
 - The focus on resources.
17. refers to the process of dividing the total market into internally homogenous groups:
- Targeting
 - Positioning
 - Segmentation
 - None of the above

18. Which of the following is not a reason that makes global marketing is imperative?
- a. Favorable domestic economy
 - b. Emerging markets
 - c. Global competition
 - d. Saturation of domestic markets
19. refers to a value premium that a firm generates from a product with recognizable name:
- a. Consistent image
 - b. Differential advantage
 - c. Brand equity
 - d. Global branding
20. The term global marketing refers to a strategy used to achieve all the following benefits, except:
- a. Cost reduction
 - b. Enhanced customer preferences
 - c. Dominate all world markets
 - d. Increase competitive advantage.