

MOCK MCQ TEST

**SUBJECT: INTERNATIONAL
MARKETING (IM)**

PAPER CODE: MS 215

DELHI INSTITUTE OF ADVANCED STUDIES

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1. Different strategies are suitable for different companies depending on their particular situation. This is articulated by the “EPRG Framework”. What are the four options of the EPRG Framework?

- A. Ethno Policies, Private Polies, Racial Policies, Geography
- B. Ethnocentrism, Polycentrism, Regiocentrism, Geocentrism
- C. Energy, Privacy, Real-World, Giggity
- D. Ethnocentrism, Polycentrism, Racialism, Governmental

2. For any company looking to expand internationally, be it first-time exporter or a major multinational, a fundamental question has been, and continues to be:

- A. New Market, New Product
- B. New Market, Same Product
- C. The extent to which the marketing mix should or can be standardized across the countries in which the firm operates
- D. PDI, PDV

3. European and Japanese managers have been “thinking international” from the outset (beginning).

- A. True
- B. False

4. Distribution channels vary depending on which of the following?

- A. Target market size
- B. Competition
- C. Available distribution intermediaries
- D. All of the above

5. Within the firm, it is primarily the _____ or _____ managers who argue for standardization for the sake of economies of scale.

- A. Production, Finance
- B. Marketing, Distribution
- C. Logistic, Manufacturer
- D. Primary, Secondary

6. Which country has more retailers than the rest of the world combined?

- A. Japan
- B. China
- C. India
- D. Germany

7. The process of international market selection is typically done by using _____ to enable a quick and relatively low-cost overview of as many markets as possible.

- A. Quantitative data
- B. Secondary data
- C. Primary data
- D. All of the above

8. Ethnocentrism can simply be defined as:

- A. Developing a simple diverse strategy for new markets
- B. Develop one strategy for all countries worldwide
- C. Use everywhere the same strategy as at home.
- D. Being ethnically centred on a global scale

9. Which of the following would you consider to be a socio-cultural influence on international marketing?

- A. Language
- B. Religion
- C. Social organisation
- D. All of the above

10. An overall strategy that involves the firm pouring all of its available resources into one or a select few markets is known as:

- A. Maximum investment strategy
- B. Sprinkler Strategy
- C. Waterfall Strategy
- D. Standardization

11. All of the following are actual modes of market-entry EXCEPT:

- A. Licensing
- B. Standardization

- C. Franchising
- D. Exporting

12. _____ suggests spreading the company's resources in order to gain even small footholds across as many markets as possible

- A. Direct Exporting
- B. Sprinkler Strategy
- C. Agent Intermediaries
- D. Waterfall Strategy

13. Conditions that may encourage an organization in a domestic environment to expand are:

- A. Market Saturation, Slow Population, Growth, Product Adolescence
- B. Factors related to the firm's industrial sector, or to the company itself and its products
- C. A unique product with a strong competitive advantage, a forward-looking managerial philosophy, corporate objectives calling for rapid growth, as well as as of the right of talents and skills for international operations
- D. All of the above

14. _____ usually means that the company sells to a customer in another country, be it an intermediary or an end-customer.

- A. Indirect exporting
- B. Direct Exporting
- C. Franchising
- D. Cross selling

15. Which of the following alternative market entry modes offers the least risk?

- A. Consortia
- B. Strategic International Alliance
- C. Contract Manufacturing
- D. Mergers and Acquisitions

16. Which of the following alternative market entry modes offers the most control and risk?

- A. Franchising
- B. Licensing
- C. Greenfield
- D. Strategic Alliance

17. MEA stands for Manufacturer Export Agent

- A. True
- B. False

18. _____ are a partnership of two or more companies that join forces to create a separate legal entity.

- A. International Joint Ventures
- B. International Consortia
- C. Mergers and Acquisitions
- D. Co-Branding

19. An unconscious reference to one's own cultural values, experiences, and knowledge as a basis for decisions.

- A. Self-Reference Criterion
- B. Pro Globalist
- C. Tolerance Effect
- D. Culture

20. For managers selling capital equipment and big-ticket industrial services, understanding the concept of _____ demand is absolutely fundamental to their success.

- A. Kinked
- B. Sliding
- C. Multiple
- D. Derived

21. The concept of quality encompasses many factors, and the perception of quality rests solely with the _____.

- A. Price
- B. Value
- C. Sellers
- D. Customer

22. ISO 9000 concerns the registration and certification of a manufacturer's _____.

- A. Goods
- B. Services
- C. Quality systems
- D. MIS

23. The _____ measures customers' satisfaction and perceptions of quality of a representative sample of U.S goods and services.

- A. ISO 9000
- B. MIS
- C. ACSI
- D. API

24. The ability to match the acceptable behaviour, norms, and values is called a product's:

- A. Relative advantage
- B. Compatibility
- C. Complexity
- D. Trial-ability

25. One of the early problems faced by BMW when it attempted to market its line of automobiles in the United States was a severe shortage of spare parts. If BMW's management makes the decision to correct this problem, in which of the following components of the product component model would management need to make improvement?

- A. Core component
- B. Functional component
- C. Support services component
- D. First stage component

26. How do the vast majority of services enter a foreign market?

- A. Exporting
- B. Importing
- C. Brokers
- D. Licensing, Franchising, or Direct Investment

27. A successful _____ is the most valuable resource a company has.

- A. Marketing Campaign
- B. CEO
- C. Product
- D. Brand

28. Any influence that the company of manufacture, assembly, or design has on a consumer's positive or negative perception of a product is called the:

- A. Polar effect
- B. Alteration effect
- C. Country-of-origin effect
- D. Transference effect

29. The foundation of the Japanese distribution system is the:

- A. Middleman
- B. Upperman
- C. Small retailer
- D. Big retailer

30. Three questions are central to strategy. Which is not one of them?

- A. When do we compete?
- B. With whom do we need to develop key relationships?
- C. Where do we compete?
- D. How do we compete?

31. There are complaints towards globalization. Which is not one of them?

- A. unhealthy dietary patterns
- B. legal rights
- C. unsustainable consumption
- D. loss of local Culture

32. Web sales are characterized as having which of the following challenging aspects?

- A. Delivery of goods
- B. Discounts for volume purchase
- C. Consumer loyalty
- D. Payment

33. Which of the following external intermediaries does not take title to the goods that they process?

- A. Merchant intermediaries
- B. Export merchants
- C. Trading companies
- D. Agent intermediaries

34. James Bond is looking for an intermediary that specializes in researching foreign markets for a client's products. Additionally, he would like this intermediary to handle all the routine details of getting his products to the foreign customers that he anticipates he will have during

the next business year. Which of the following would be the best choice for Mr. Bond if he wants to meet his objectives?

- A. Export management company
- B. Import management company
- C. A jobber
- D. A robber

35. As Global Retailers like Idea, Costco, Toys "R" Us, or Wal-Mart expand their global coverage, they are becoming major _____ for international markets

- A. Domestic intermediaries
- B. International intermediaries
- C. Globally renowned
- D. EMC

36. MEA stands for Manufacturer Export Agent

- A. True
- B. False

37. Which of the following international intermediaries often has exclusive sales rights in a specific country and works in close cooperation with the manufacturer?

- A. Foreign-country broker
- B. Managing agent
- C. Dealer
- D. Foreign distributor

38. Distribution channels vary depending on which of the following?

- A. Target market size
- B. Competition
- C. Available distribution intermediaries
- D. All of the above

39. Conditions that may encourage an organization in a domestic environment to expand are:

- A. Market Saturation, Slow Population, Growth, Product Adolescence
- B. Factors related to the firm's industrial sector, or to the company itself and its products
- C. A unique product with a strong competitive advantage, a forward-looking managerial philosophy, corporate objectives calling for rapid growth, as well as as of the right of talents and skills for international operations
- D. All of the above

40. Which country has more retailers than the rest of the world combined?

- A. Japan
- B. China
- C. India
- D. Germany

41. Which of the following C's must be considered if the company is to achieve the optimum volume of sales, secure a reasonable market share, and gain satisfactory market penetration?

- A. Coverage
- B. Control
- C. Character
- D. Continuity

42. Which of the following C's must be considered with regard to ownership of the sales force and distribution system?

- A. Control
- B. Cost
- C. Continuity
- D. Coverage

43. As a result of international trade and global interdependence, countries' inflation rates tend to:

- A. increase
- B. moderate
- C. be unpredictable
- D. be unstable

44. Because of trade (and imports), inflation:

- A. increases
- B. decreases
- C. moderates
- D. disappears

45. A strong orientation toward the home country is an indication of:

- A. ethnocentricity
- B. polycentricity

C. geocentricity

46. This is the feeling within a culture that its values are superior to those of foreign cultures.

- A. ethnocentricity
- B. polycentricity
- C. geocentricity

47. Which of the following would you consider to be a socio-cultural influence on international marketing?

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48. A _____ is a tax-free enclave in which imported goods can be stored or processed. It is also not considered part of the country as far as import and other regulations are concerned

- A. Free trade zone
- B. Port storage centre
- C. Corporate housing unit
- D. Manufacturing den

49. In countries with rapid inflation goods are often sold below their cost of replacement

- A. True
- B. False

50. Deflation results in decreasing prices and creates a positive result for consumers, but it puts pressure on everyone in the supply chain to lower costs

- A. True
- B. False

51. A _____ exists when various companies producing similar products or services work together to control their markets

- A. Inflation period
- B. Deflation period
- C. Cartel
- D. Service

52. Domestic cartelization is legal in North America

- A. True
- B. False

53. Canada does not allow foreign-market cartels if the results have an adverse impact on the Canadian economy

- A. True
- B. False

54. Ethnocentrism can simply be defined as:

- A. Developing a simple diverse strategy for new markets
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- B. Standardization
- C. Franchising
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56. According to the textbook, international marketing is “the multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” The definition fails to recognize:

- A. nonprofit marketing
- B. business-to-business marketing
- C. consumer marketing
- D. integration of the 4 Ps

57. ISO 9000 concerns the registration and certification of a manufacturer's _____.

- A. Goods
- B. Services
- C. Quality systems
- D. MIS

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Answer Key

1	B	11	B	21	D	31	B	41	A	51	C
2	C	12	B	22	C	32	A	42	A	52	A
3	A	13	D	23	C	33	D	43	B	53	A
4	D	14	B	24	B	34	A	44	C	54	C
5	A	15	C	25	C	35	A	45	A	55	B
6	B	16	C	26	D	36	A	46	A	56	B
7	B	17	A	27	D	37	D	47	D	57	C
8	C	18	A	28	C	38	D	48	A	58	D
9	D	19	A	29	C	39	D	49	A	59	D
10	C	20	D	30	A	40	B	50	A	60	B