

Multiple Choice Questions

Questions

1. According to the lecture material, one major reason for international expansion failure is:
 - A. Weak logistics systems
 - B. Cultural misalignment
 - C. High advertising spending
 - D. Lack of technology
2. In Hofstede's framework, a high Power Distance Index (PDI) society tends to:
 - A. Reject hierarchy
 - B. Prefer equality in all relationships
 - C. Accept unequal distribution of power
 - D. Avoid luxury brands
3. Which country listed in the material had the LOWEST PDI score?
 - A. China
 - B. South Korea
 - C. Germany
 - D. Denmark
4. In collectivist cultures, marketing messages are generally more effective when they emphasize:
 - A. Personal achievement
 - B. Self-expression
 - C. Group harmony and family
 - D. Individual freedom
5. Nike's "Just Do It" campaign was presented as an example of:
 - A. Collectivist advertising
 - B. High uncertainty avoidance
 - C. Individualistic marketing
 - D. Restraint culture

6. High Masculinity (MAS) cultures usually respond better to:

- A. Welfare and equality themes
- B. Competitive and success-oriented advertising
- C. Minimal product performance claims
- D. Anti-consumerist campaigns

7. According to the material, high Uncertainty Avoidance (UAI) markets prefer:

- A. Experimental products with little information
- B. Flexible rules and ambiguity
- C. Guarantees and detailed specifications
- D. Informal advertising only

8. Which country was identified as having very HIGH uncertainty avoidance?

- A. Singapore
- B. Jamaica
- C. Denmark
- D. Japan

9. Long-Term Orientation (LTO) cultures tend to value:

- A. Instant gratification
- B. Tradition only
- C. Future planning and perseverance
- D. Short-term promotions only

10. Which of the following is MOST associated with indulgent cultures?

- A. Discipline and restraint
- B. Pleasure-driven advertising
- C. Strict behavioral control
- D. Risk avoidance

11. The GLOBE Study expanded Hofstede's work by:

- A. Reducing the number of cultural dimensions
- B. Eliminating performance orientation
- C. Adding additional cultural dimensions
- D. Focusing only on Europe

12. According to Hall's theory, high-context cultures rely heavily on:

- A. Explicit written communication
- B. Technical specifications
- C. Non-verbal cues and relationships
- D. Direct legal contracts

13. Which company was presented as a classic example of "glocalization"?

- A. Tesla
- B. McDonald's
- C. Intel
- D. Rolex

14. In India, McDonald's adapted its menu by:

- A. Selling pork-only products
- B. Removing vegetarian items
- C. Eliminating all localization
- D. Offering products such as McAloo Tikki

15. Airbnb's challenges in Japan were mainly connected to:

- A. Low internet penetration
- B. Strict cleanliness expectations and distrust of strangers
- C. Excessive collectivism in advertising
- D. Lack of tourism demand

16. Samsung's marketing strategy was described as more:

- A. Individualistic and anti-status
- B. Collectivist and hierarchy-sensitive
- C. Minimalist and anti-customization
- D. Universal and culture-free

17. Apple's success in China was partly explained by:

- A. Low product prices
- B. Its adaptation into a status symbol
- C. Complete localization of all features
- D. Rejection of global branding

18. Coca-Cola's Chinese New Year campaigns mainly emphasize:

- A. Individual achievement
- B. Environmental sustainability only
- C. Family reunion and gifting culture
- D. Technical product superiority

19. According to the Standardization vs. Localization Matrix, "same product, local story" refers to:

- A. Full glocalization
- B. Adapt message
- C. Adapt product
- D. Complete standardization

20. The lecture concludes that Hofstede's dimensions should be viewed as:

- A. Permanent stereotypes
- B. Completely outdated concepts
- C. A starting point for cultural understanding
- D. Irrelevant in modern marketing