

International Marketing

May 27, 2026

Multiple Choice Questions

1. What is the primary difference between marketing and advertising?
 - A. Marketing only focuses on pricing
 - B. Advertising is broader than marketing
 - C. Advertising is one part of marketing communication
 - D. Marketing only focuses on production
2. According to the American Marketing Association (AMA), marketing includes:
 - A. Only selling products
 - B. Creating, communicating, delivering, and exchanging offerings
 - C. Only advertising products
 - D. Manufacturing goods cheaply
3. Which of the following is a characteristic of advertising?
 - A. Two-way communication
 - B. Paid communication by an identified sponsor
 - C. Free customer-generated communication
 - D. Internal employee communication
4. Which function of advertising encourages consumers to take action?
 - A. Informing
 - B. Reminding
 - C. Persuading
 - D. Accounting
5. Which type of advertising explicitly compares a brand with competitors?
 - A. Social Media Advertising
 - B. Institutional Advertising
 - C. Comparative Advertising
 - D. Cause-Related Advertising
6. Which advertising type is associated with Dove's "Real Beauty" campaign?
 - A. Product Advertising
 - B. Cause-Related Advertising

- C. Institutional Advertising
- D. Comparative Advertising

7. In the AIDA model, what does the first "A" stand for?
 - A. Action
 - B. Awareness
 - C. Attention
 - D. Attraction
8. According to the AIDA model, after gaining consumer attention, the next stage is:
 - A. Action
 - B. Desire
 - C. Interest
 - D. Advocacy
9. Which stage in the AIDA model motivates consumers to purchase or sign up?
 - A. Attention
 - B. Interest
 - C. Desire
 - D. Action
10. The Starbucks Korea advertisement controversy mainly failed because of:
 - A. Poor product quality
 - B. High pricing strategy
 - C. Cultural and historical insensitivity
 - D. Weak distribution channels
11. What was one major consequence of the Starbucks Korea campaign controversy?
 - A. Increased sales
 - B. Consumer boycott and backlash
 - C. Expansion into new markets
 - D. Increased investor confidence
12. The STP framework stands for:
 - A. Strategy, Tactics, Planning
 - B. Segmentation, Targeting, Positioning
 - C. Sales, Trade, Promotion
 - D. Segmentation, Timing, Pricing
13. In the STP framework, segmentation means:

- A. Selecting media channels
 - B. Dividing the market into distinct groups
 - C. Creating advertising slogans
 - D. Designing product packaging
14. Which framework is recommended for setting advertising objectives?
- A. SWOT
 - B. SMART
 - C. BCG Matrix
 - D. Porter's Five Forces
15. Which budgeting method sets the advertising budget as a fixed percentage of sales revenue?
- A. Affordable Method
 - B. Objective-and-Task Method
 - C. Competitive Parity
 - D. Percentage of Sales
16. Which budgeting method is considered the most rigorous?
- A. Affordable Method
 - B. Percentage of Sales
 - C. Objective-and-Task Method
 - D. Competitive Parity
17. In advertising strategy, the "Big Idea" refers to:
- A. The company's financial target
 - B. The central creative concept of a campaign
 - C. The advertising budget
 - D. The distribution strategy
18. GRP (Gross Rating Points) is calculated as:
- A. $\text{Reach} \div \text{Frequency}$
 - B. $\text{Reach} \times \text{Frequency}$
 - C. $\text{CPM} \times \text{Reach}$
 - D. $\text{Frequency} \div \text{CPM}$
19. Coca-Cola's "Share a Coke" campaign is an example of:
- A. Pure standardization
 - B. Extreme localization

C. Glocalization

D. Product diversification

20. McDonald's adaptation strategy in India mainly reflected:

A. Standardized global menus

B. Ignoring local culture

C. Product and message localization

D. Reduction of advertising activities