

May 19

Name:

ID:

Multiple Choice Questions (20)

Questions

1. What is one major reason global marketing failures occur?
 - A. Excessive standardization without cultural adaptation
 - B. Too many local employees
 - C. Low product quality only
 - D. Excessive advertising budgets
2. Which of the following best represents a macro-level marketing analysis factor?
 - A. Customer satisfaction
 - B. Brand loyalty
 - C. Political environment
 - D. Salesperson behavior
3. In marketing management, micro-level analysis mainly focuses on:
 - A. Global economic systems
 - B. Consumer and firm behavior
 - C. International diplomacy
 - D. Exchange rate systems
4. Which theory explains that consumers are motivated by hierarchical needs?
 - A. Expectancy Theory
 - B. Maslow's Hierarchy of Needs
 - C. Classical Conditioning
 - D. Equity Theory
5. A company failed in a foreign market because it ignored local culture. This is an example of:
 - A. Operational efficiency
 - B. Cultural adaptation failure
 - C. Market segmentation
 - D. Product diversification

6. What is the primary purpose of macro-level marketing analysis?
 - A. To understand individual consumers
 - B. To analyze the internal accounting system
 - C. To evaluate the external business environment
 - D. To calculate employee salaries
7. Which of the following belongs to the micro marketing environment?
 - A. Inflation
 - B. Government regulations
 - C. Competitors
 - D. Exchange rate policy
8. Consumer buying decisions are strongly affected by:
 - A. Psychological factors
 - B. Geological factors
 - C. Astronomical factors
 - D. Climatic factors only
9. What is a common lesson from global marketing failures?
 - A. Ignore local customer preferences
 - B. Use the same advertisement worldwide
 - C. Understand local market conditions carefully
 - D. Reduce market research activities
10. SWOT analysis is commonly used to:
 - A. Forecast weather conditions
 - B. Analyze strengths and weaknesses
 - C. Measure stock prices
 - D. Determine tax rates
11. Which factor is categorized as a demographic factor in macro analysis?
 - A. Consumer age distribution
 - B. Product packaging
 - C. Employee salary
 - D. Advertising message

12. The psychological process where consumers associate products with emotions is related to:
- A. Behavioral learning theory
 - B. Supply chain theory
 - C. Monetary theory
 - D. Trade protectionism
13. Which of the following is NOT part of PEST analysis?
- A. Political factors
 - B. Economic factors
 - C. Social factors
 - D. Production factors
14. Why is localization important in international marketing?
- A. To reduce labor costs only
 - B. To match local consumer preferences
 - C. To eliminate competition
 - D. To reduce taxes
15. Which marketing concept focuses on customer value and satisfaction?
- A. Production concept
 - B. Sales concept
 - C. Marketing concept
 - D. Military concept
16. A company studying customer perception and motivation is conducting:
- A. Macro analysis
 - B. Psychological analysis
 - C. Political analysis
 - D. Legal analysis
17. Which factor can significantly influence international consumer behavior?
- A. Cultural norms
 - B. Planetary movement
 - C. Ocean currents
 - D. Geological layers

18. Global firms often fail when they:
- A. Conduct sufficient market research
 - B. Adapt products appropriately
 - C. Misunderstand local culture
 - D. Build strong local partnerships
19. Which theory suggests repeated exposure can influence customer preference?
- A. Learning theory
 - B. Chaos theory
 - C. Gravity theory
 - D. Agency theory
20. What is one key objective of marketing management?
- A. Maximizing political influence
 - B. Creating customer satisfaction
 - C. Reducing globalization
 - D. Increasing import tariffs

Short Questions (10)

Questions

1. Explain why cultural understanding is important in international marketing.
2. Define macro-level marketing analysis with an example.
3. What is micro-level marketing analysis?
4. Explain Maslow's Hierarchy of Needs in marketing.
5. Why do some global companies fail in foreign markets?
6. Describe the importance of consumer psychology in marketing management.
7. What are the main components of PEST analysis?
8. Explain the difference between macro and micro marketing analysis.
9. How can localization improve global marketing success?
10. Explain one lesson companies can learn from marketing failures.