

Study Guide A - Chapters 1 & 2

Intl Business & Global Marketing Brooklyn College Professor Bassell

Name:	
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- Handwrite all your answers on the question sheet.

Chapter 1 Global Marketing

1) Define **Competitive Advantage**

2) Define a **Global Industry**

3) List the 4 Management Orientations AND briefly define each

1)

2)

3)

4)

4) List the 5 components of the Marketing Mix (7 P's)

1)

2)

3)

4)

5)

6)

7)

- 5) A company involved in Global Marketing**
- identifies opportunities and threats worldwide
 - conducts important business activities_____the home country market

6) Boundaryless Marketing is an approach that:

7) Global localization means that a successful global marketer must have the ability to:

8) List and Define the 4 key methods for effectively selling products globally to approximately 6 billion people worldwide.

1)

2)

3)

4)

9) List 3 driving forces of global marketing:

1)

2)

3)

10) List and Define 3 restraining forces of global marketing:

1)

2)

3)

The first 5 chapters of the book discusses issues relevant to selling products world wide. List 5 global environmental factors to consider as a global marketer.

11

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14

15

Chapter 2 The Global Economic Environment

1. The dollar value of worldwide capital movements exceeds the value of merchandise and services trade.
 - a. True
 - b. False

1. The phrase “a \$1.5 trillion day” could be used to describe the daily volume of capital movements in world markets.
 - a. True
 - b. False

1. The largest percentage of the world’s population lives in low-income countries with GNP per capita <\$785.
 - a. True
 - b. False

1. The G7 is comprised of low-income countries.
 - a. True
 - b. False

1. Which of the following is not an accurate description of the world economic scene today:
 - a. the “capitalism versus socialism” struggle is over
 - b. production has become uncoupled from employment
 - c. trade, not capital movements, is the driving force
 - d. the world economy dominates
 - e. all are accurate descriptions

1. Which type of economic system is characterized by market resource allocation and state resource ownership:
 - a. market capitalism
 - b. centrally planned capitalism
 - c. market socialism
 - d. centrally planned socialism

1. Which of the following best describes low-income countries:
 - a. high percentage of population engaged in agriculture
 - b. heavy reliance on foreign aid
 - c. political instability
 - d. high birth rates
 - e. all of the above

1. Global marketers should take note of the fact that only about 15 percent of the world’s population is located in:
 - a. low-income countries
 - b. lower-middle-income countries
 - c. upper-middle-income countries
 - d. high-income countries

1. Which of the following big emerging markets (BEMs) can be classified as “low- income”:
 - a. Argentina, Brazil, Mexico, and South Africa
 - b. Poland, Turkey, and Indonesia
 - c. China and India
 - d. South Korea

1. Most of the world’s population lives in:
 - a. the Triad
 - b. Western Europe
 - c. North America
 - d. LDCs

1. LDC exports consist mainly of:
 - a. standardized manufactured goods such as apparel
 - b. agricultural products
 - c. high-tech products
 - d. financial services

1. Which CEO has undertaken an initiative to make information technology products and services available to consumers in low-income countries:
 - a. Ted Waitt (Gateway)
 - b. Bill Gates (Microsoft)
 - c. Steve Jobs (Apple)
 - d. Carly Fiorina (Hewlett-Packard)

1. Which two companies are sourcing product components from small-scale enterprises in Brazil:
 - a. Ford Motor Company and Armani
 - b. DaimlerChrysler and Hermes
 - c. General Motors and Hugo Boss
 - d. Volkswagen and Coach

1. Which of the following is true about China’s ranking among importing and exporting countries:
 - a. China ranks among the top five exporters but not among the top five importers.
 - b. China ranks among the top five importers but not among the top five exporters.
 - c. China ranks among both the top five exporters and among the top five importers.
 - d. China does not rank among either the top five exporters or among the top five importers.

1. Which country is not part of the euro zone:
 - a. Germany
 - b. Italy
 - c. France
 - d. United Kingdom
 - e. Belgium

List the 4 key economic systems

1)

2)

3)

4)

List the 4 Stages of Market Development

1)

2)

3)

4)