

1

Test Bank Instructors

Multiple Choice

1. In pursuing a global marketing strategy a firm may:

- (a) Standardize its product
- (b) Use a consistent brand name
- (c) Allow each country manager full autonomy over local marketing strategy
- (d) (a) and (b)
- (e) (b) and (c)

Answer: (d)

2. McDonald's recognizes that, compared to other societies, Europeans have a more liberal attitude towards alcohol consumption. In Germany this family oriented restaurant chain has included beer on its menu. This approach to marketing is referred to as:

- (a) 'Glocalization'
- (b) Strategic differentiation
- (c) Psychographic differentiation
- (d) Strategic patterning

Answer: (a)

3. In 2010 Vietnam replaced China as the country where Nike produces the bulk of its products. This was largely driven by rising wage rates in China and illustrates what is generally referred to as:

- (a) The globalization of markets
- (b) Outsourcing
- (c) Free trade
- (d) The globalization of production
- (e) 'Glocalization'

Answer: (d)

4. Dreher (2006) measures globalization on three dimensions: economic, social and political. The **political** integration dimension would capture:

- (a) Levels of political risk
- (b) The number of political parties in the country
- (c) Diffusion of government policies around the world
- (d) Tendency towards socialism as a form of government

Answer: (c)

5. Dreher (2006) measures globalization on three dimensions: economic, social and political. The **social** integration dimension would capture:

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