

Teste Modelo Marketing Internacional (2022/23)

PART I

1. There are five identifiable stages in the evolution of marketing across national boundaries. The first stage is:
 - a) Global marketing
 - b) International marketing
 - c) Export marketing
 - d) Direct marketing
 - e) Domestic marketing
2. A unique feature of international marketing is its _____ orientation with emphasis on product and promotional adaptation in foreign countries.
 - a) Geocentric
 - b) Regiocentric
 - c) Ethnocentric
 - d) Polycentric
 - e) Egocentric
3. In general, the larger the country's domestic economy, the less dependent it tends to be on exports and imports relative to its _____.
 - a) Gross domestic product (GDP)
 - b) Gross domestic income
 - c) Gross domestic spending
 - d) Gross domestic capital
 - e) Gross domestic knowledge
4. "What is left unsaid is as important as what is said" would be an example of what form of culture?
 - a) Medium-context
 - b) Low context
 - c) Regional-context
 - d) High context
 - e) None of the above
5. With respect to Hofstede's cultural classification scheme, _____ refers to the extent to prefer structured situations with clear rules over unstructured ones.
 - a) Power distance
 - b) Uncertainty avoidance
 - c) Individualism
 - d) Masculinity
 - e) Long-termism

International Marketing Exam Paper

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International Marketing Exam Paper:

The book delves into International Marketing Exam Paper. International Marketing Exam Paper is an essential topic that needs to be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into International Marketing Exam Paper, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to International Marketing Exam Paper
 - Chapter 2: Essential Elements of International Marketing Exam Paper
 - Chapter 3: International Marketing Exam Paper in Everyday Life
 - Chapter 4: International Marketing Exam Paper in Specific Contexts
 - Chapter 5: Conclusion
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4. In chapter 3, this book will examine the practical applications of International Marketing Exam Paper in daily life. The third chapter will showcase real-world examples of how International Marketing Exam Paper can be effectively utilized in everyday scenarios.
5. In chapter 4, this book will scrutinize the relevance of International Marketing Exam Paper in specific contexts. The fourth chapter will explore how International Marketing Exam Paper is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, the author will draw a conclusion about International Marketing Exam Paper. This chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of International Marketing Exam Paper.

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