

Global Marketing, 9e (Keegan)

Chapter 1 Introduction to Global Marketing

1) The best-selling smartphone in China is marketed by:

- A) Samsung.
- B) Xiaomi.**
- C) Apple.
- D) Mitsubishi.
- E) Android.

2) In global markets, Starbucks is a good example of simultaneously executing all of the growth strategies *except*:

- A) Market penetration.
- B) Market development.
- C) Product development.
- D) Market orientation.**
- E) Diversification.

3) Starbucks dropped the word "Coffee" from its logo. This is an example of:

- A) Standardization.
- B) Adaptation.
- C) Diversification.**
- D) Automation.
- E) Modernization.

4) McDonald's developed a vegetarian burger in India. This is an example of:

- A) Market Penetration.
- B) Market Development.
- C) Market Diversification.
- D) Product Development.**
- E) Global Marketing.

5) A fundamental difference between regular marketing and global marketing is the:

- A) lack of marketing mix.
- B) scope of activities.**
- C) lack of strategic planning.
- D) focus on resources.
- E) lack of communication.

6) Walmart exited from the German market due to the fact that Germans:

- A) could find lower prices at discount stores.**
- B) preferred shopping in larger malls.
- C) did not care for American businesses.
- D) preferred "all-in-one" store.
- E) preferred only European businesses.

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