

105 Test Bank for International Marketing 15th Edition by Cateora

Multiple Choice Questions - Page 1

True - False Questions

The most effective approach to build global awareness into an organization is to increase the diversity mix of the employee profile.

1. True
2. False

The difference between domestic and international marketing lies in the different concepts of marketing.

1. True
2. False

John refuses to buy Japanese products because he sees this as a way of selling out to a nation known for its aggressive behavior. John is using a self-reference criterion to make his decision.

1. True
2. False

The foreign uncontrollable environment is the same as the domestic uncontrollable environment.

1. True
2. False

The level of technology is an uncontrollable element for international marketers.

1. True
2. False

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DP Hallahan



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