
International Marketing Exam 1

(Chapters 1-4)

International marketing can be defined as:

- A) the creation of domestic processes that aim to enhance indigenous production and minimize the need for imports.
- B) the performance of business activities to sell a company's goods and services for a profit in more than one nation.
- C) the implementation of marketing strategies to deal with the domestic economic climate to improve the investments in home markets.
- D) the exchange of goods and services between companies within the boundaries of a country - correct answer B) the performance of business activities to sell a company's goods and services for a profit in more than one nation.

Domestic marketing differs from international marketing as domestic marketing:

- A) involves performance of business activities across national borders.
- B) fails to consider the political, legal or economic issues of the marketing environment.
- C) involves business activities like pricing, production and distribution, aimed toward a single market.
- D) involves the task of adapting and adjusting to the uncontrollable geographic forces of the marketing environment.
- E) involves development of strategy - correct answer C) involves business activities like pricing, production and distribution, aimed toward a single market.

Which of the following would be considered an uncontrollable element in the foreign environment?

- A) Channels of distribution
- B) Research
- C) Cultural forces
- D) Promotion
- E) Domestic economic climate - correct answer C) Cultural forces

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