

89 Test Bank for Global Marketing 7th Edition by Keegan

Multiple Choice Questions

When you call United Airlines for a reservation on a toll free number and get a response from an operator in Mumbai, this is an example of:

1. A) anti-protectionism
2. **B) global marketplace**
3. C) multilingual expression
4. D) diverse values
5. E) E-tailing

A company that engages in global marketing:

1. A) purchases or hires other firms' strategies by creating identical products for heterogeneous markets.
2. B) customizes specific products for each world country or region.
3. **C) creates both standardized and localized products.**
4. D) requires an ethnocentric management orientation.
5. E) uses imported products only.

In the United States, some people believe that globalization has depressed the wages of American workers and resulted in the loss of both blue-collar and white-collar jobs. This is an example of:

1. A) discrimination
2. B) definition
3. **C) protectionism**
4. D) management inputs
5. E) crossworld trade

Examples of effective global marketing by McDonald's include both standardized and localized marketing mix elements. Which of the following does NOT represent a localized element?

1. A) It serves McCoo (two) potato burger in India.
2. **B) It uses advertising slogan "I'm lovin' it."**
3. C) It operates through a franchise on the Swiss national rail system.
4. D) It has home delivery service in India.
5. E) It has long richnames such as McCoo in Philippines and McDoo in France.

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Jiyuan Zhang



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Contemporary Theory and Practice of Organizations, Part I Timea Havar-Simonovich, Daniel Simonovich, 2016-05-31 Organizations are the business world's central actors employing multiple people who pursue collective goals while linked to an external environment This volume is the first of two books dedicated to defining current theories of organizations and their practices The text is filled with contributions by alumni of the ESB Business School at Reutlingen University Part I discusses contemporary organizational forms and properties including team aspects Part II provides a detailed overview of key themes in modern leadership and coaching as well as organizational intervention

International Marketing: An Asia-Pacific Perspective Richard Fletcher, Heather Crawford, 2013-08-28 International Marketing 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia Pacific region the European Union and beyond It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises MNEs as well as small and medium scale enterprises SMEs mainly exporters which make up the vast bulk of firms involved in international business in the Australasian region International Marketing 6e clearly demonstrates the links between the different stages of international marketing connecting analysis with planning planning with strategy and strategy with implementation Key concepts are brought to life with comprehensively updated statistics recent illustrations and a variety of real world examples and case studies

Forthcoming Books Rose Army, 1997 Books in Print, 1994 Business Books and Serials in Print, 1977

The Business Who's who of Australia A. Mullane, D. G. King, 1970 *Test Item File for Global Marketing Management* Warren J. Keegan, F. H. Rolf (Fritz Herman Rolf) Seringhaus, 1997

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