#### Assessment 4- Group 8

Global Consumer-Products Companies Target Low-Income Consumers." - Case 11-2 Keegan & Green pp. 387-389.

#### Discussion questions 11-13, 11-14, 11-15 & 11-16.

What are the basic goals of marketing? Are these goals relevant to global marketing?

- Increase product/service value
- Satisfy customer needs
- Achieve business goal

What is meant by 'global localisation'? Is Coca-Cola a global product? Explain

- Thinking globally, acting locally
- Yes, because it earns most of its profit and operating income outside North-America.

Describe the difference btn the management orientations.

- · Ethnocentric- Home country is superior
- · Polycentric- each country is unique
- Regio centric- region is a relevant geographic unit
- Geocentric- Entire world is a potential market.

Identify & briefly describe some of the restraining forces that impede growth of global marketing.

- Management myopia- Manager's tendency to obtain short-term profits, rather than long-term profits.
- Organization culture- the proper way to behave in an organisation
- National controls- Authoritative power relating to a nation
- · Opposition to globalization- Against such.

What are the main features of market capitalism & centrally planned socialism? What has led to the adoption of a market capitalist system among many former socialist countries?

- Market capitalism.
  - 1. Individuals and firm allocate resources
  - 2. Production resources are privately owned
  - 3. Driven by consumers
  - Government role is to promote competition among firms and ensure consumer protection
- Centrally planned socialism
  - 1. Controlled and owned by government
  - 2. Opposite of market capitalism
  - 3. Consumers can spend only what is available
  - 4. Demand typically exceeds supply
- The little reliance on product differentiation, advertising, pricing strategy and consumer satisfaction has led to such

# **International Marketing Exam Questions And Answers**

Karen Beamish, Ruth Ashford

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CIM Coursebook Strategic Marketing Decisions Isobel Doole, Robin Lowe, 2012-05-23 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www marketingonline co uk a unique online learning resource designed specifically for CIM students which can be accessed at any time Coursebook 06/07 Strategic Marketing Decisions Isobel Doole, Robin Lowe, 2007-07-11 Elsevier Butterworth Heinemann s 2006 07 CIM Coursebook series offers you the complete package for exam success Fully reviewed by CIM and updated by the examiner the coursebook offers everything you need to keep you on course Strategic Marketing Decisions Isobel Doole, Robin Lowe, 2006-06 Reviewed by CIM this course book is part of the Elsevier Butterworth Heinemann s 2006 07 CIM Coursebook series Marketing Planning 2007-2008 Karen Beamish, Ruth Ashford, 2007 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing Planning strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www marketingonline co uk a unique online learning resource designed specifically for CIM students which can be accessed at any time Fundamentals of Marketing CIM Coursebook 07/08 Marketing Planning, W. G. Leader, N. Kyritsis, 1994 CIM Coursebook 03/04 Marketing Planning Karen Beamish, 2012-10-02 Each coursebook includes access to MARKETINGONLINE where you can Annotate customise and create personally tailored notes using the electronic version of the coursebook Receive regular tutorials on key topics Search the coursebook online for easy access to definitions and key concepts Marketing Planning 2006-2007 Karen Beamish, Ruth Ashford, 2006 Elsevier Butterworth Heinemann s 2006 2007 Official CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and independently reviewed The only coursebooks recomended by CIM include free online access to the MarketingOnline learning interface offering everything you need to study for your CIM qualification Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www marketingonline co uk a unique online learning resource designed specifically for CIM students where you can Annotate customise and create personally tailored notes using the electronic version of the Coursebook Search the Coursebook online for easy access to definitions and key concepts Access the glossary for a comprehensive list of marketing terms and their meanings Written specially for the Marketing in planning module by the CIM senior examiner and

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