

International Marketing, 18e (Cateora)

Chapter 1 The Scope and Challenge of International Marketing

1) Today, becoming international is a luxury only some companies can afford.

Answer: FALSE

Explanation: For a growing number of companies, being international is no longer a luxury but a necessity for economic survival.

Difficulty: 2 Medium

Topic: Challenges and Opportunities Created by Globalization

Learning Objective: 01-01 The benefits of international markets.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

2) Companies from the Netherlands are the leading group of investors in the United States.

Answer: FALSE

Explanation: Foreign direct investment in the United States is more than \$3 trillion. Companies from the United Kingdom lead the group of investors, with companies from Japan, the Netherlands, Canada, and France following, in that order.

Difficulty: 1 Easy

Topic: Benefits and Challenges of Foreign Direct Investment

Learning Objective: 01-02 The changing face of U.S. business.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

3) International marketing involves selling of a company's goods and services to consumers or users in more than one nation for a profit.

Answer: TRUE

Explanation: International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

Difficulty: 1 Easy

Topic: Differences Between Domestic and International Marketing

Learning Objective: 01-02 The changing face of U.S. business.

Bloom's: Remember

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RJ Shavelson



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