

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 McCrudo (no 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 rich names such as McCru in Philippines and McD in France.

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J Dewey



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