

Question 1

There is nothing inherently "good" or "bad" about any color of the spectrum and all associations and perceptions regarding color arise from culture. Which of the following statements is not true:

- A) Red is a popular color in most parts of the world.
- B) Red color is associated with "active," "vibrant," and "emotional."
- C) Red color is preferred in many countries since it is the color of blood.
- D) Red color is highly preferred in some African countries.
- E) Red color is tied to the traditions of viticulture and winemaking.

Answer: <https://biology-forums.com/index.php?topic=580487>

Question 2

A key issue is global patent protection for software. Although copyright law protects the computer code, it does not apply to the idea embodied in the software.

Is this t or f?

Answer: <https://biology-forums.com/index.php?topic=580559>

Question 3

Germany's Bayer Group was fined millions of dollars to settle a lawsuit alleging it had conspired with ArcherDanielsMidland and other global companies to set prices for an enzyme used in animal feeds. What was the issue in this lawsuit?

- A) price skimming
- B) market penetration
- C) price bundling
- D) price fixing
- E) dumping

Answer: <https://biology-forums.com/index.php?topic=581139>

Question 4

A French winery packs its wine in a 40-foot container that is trucked to a port and then loaded onto an ocean-going vessel. This is an example of:

- A) intermodal transportation.
- B) inventory control.
- C) hypermarketing.
- D) "cherry picking" a product.
- E) containerization.

Answer: <https://biology-forums.com/index.php?topic=581242>

Question 5

Political risk is the possibility of a change in a country's political environment or government policy that would positively affect a company's ability to operate effectively and profitably.

Is this t or f?

Answer: <https://biology-forums.com/index.php?topic=580537>

Question 6

ECR is a joint initiative by members of the supply chain to work towards improving and optimizing aspects of the supply chain to benefit managers.

Is this t or f?

Answer: <https://biology-forums.com/index.php?topic=580628>

Question 7

Dell's factories can assemble a complete PC in 3 minutes. With a build-to-order strategy at the heart of its business model, Dell's sales staff maintains close ties with customers. This approach represents which aspect of the Porter's five forces model?

- A) rivalry among competitors
- B) bargaining power of buyers
- C) threat of substitute products
- D) threat of new entrants
- E) bargaining power of suppliers

Answer: <https://biology-forums.com/index.php?topic=581616>

Question 8

Brazilian Carlos Ghosn is chief executive of:

- A) Nissan Motor (Japan).
- B) Pearson PLC (Great Britain).
- C) Ford Motor Company (USA).
- D) Pharmacia Corporation (USA).
- E) Atlas Copco AB (Sweden).

Answer: <https://biology-forums.com/index.php?topic=581711>

Question 9

Which of the following is true of advertising for the Heineken and Foster's brands in the United States?

- A) Both Heineken and Foster's utilize the GCCP strategy.
- B) Both Heineken and Foster's utilize the FCCP strategy.
- C) Heineken utilizes the GCCP strategy; Foster's utilizes the FCCP strategy.
- D) Heineken utilizes the FCCP strategy; Foster's utilizes the GCCP strategy.
- E) Heineken utilizes the LCCP strategy; Foster's utilizes the GCCP strategy.

Answer: <https://biology-forums.com/index.php?topic=580793>

Question 10

A characteristic of a low-context culture which is prevalent in United States, Switzerland, and Germany is:

- A) less information is contained in verbal communication.
- B) major emphasis on a person's values and position in society.
- C) messages are explicit and specific.
- D) a person's word is his or her bond.
- E) negotiations are long and protracted.

Answer: <https://biology-forums.com/index.php?topic=580495>

Question 11

Psychographic segmentation involves grouping people in terms of their:

- A) combined household income.
- B) age and income.
- C) attitudes, values and lifestyle.
- D) psychological well being.
- E) gender.

Answer: <https://biology-forums.com/index.php?topic=580766>

Question 12

McDonald's organizational design integrates the international division and geographical structures with McDonald's U.S. having five geographical operating divisions, and McDonald's International having four.

Is this t or f?

Answer: <https://biology-forums.com/index.php?topic=581681>

Question 13

In Mexico City, only 55-60% of the population owns a telephone. The number drops to less than 50% in Guadalajara and Monterey, and 35% or lower in other cities. This will complicate the task of market researchers hoping to use a telephone survey to obtain a _____ of the Mexican population.

- A) probability sample
- B) convenience sample
- C) secondary sample
- D) focus group sample
- E) quota sample

Answer: <https://biology-forums.com/index.php?topic=580694>

Question 14

Social couponing is one of the hottest online sales promotion trends. It offers its followers deal-of-the-day coupons that are sponsored by local businesses.

Is this t or f?

Answer: <https://biology-forums.com/index.php?topic=581362>

Question 15

Differentiated global marketing represents a more ambitious approach than concentrated target marketing.

Is this t or f?

Answer: <https://biology-forums.com/index.php?topic=580750>

Question 16

Coca-Cola achieved success in the Japanese market primarily by:

- A) standardization of marketing mix elements.
- B) global localization.
- C) vending machine operations.
- D) selecting market mix options.
- E) homogenization.

Answer: <https://biology-forums.com/index.php?topic=580226>

Question 17

Which of the following is not the way U.S. auto mass producers operate?

- A) greater labor content
- B) less mechanization
- C) less flexible mechanization
- D) divide employees in discrete specialties
- E) lack of employee teamwork

Answer: <https://biology-forums.com/index.php?topic=581737>

Question 18

The non-EU member which uses the euro as its currency is:

- A) Estonia.
- B) Kosovo.
- C) Montenegro.
- D) Vatican City.
- E) San Marino.

Answer: <https://biology-forums.com/index.php?topic=580417>

Question 19

Which of the following ASEAN countries ranks number one in terms of two-way trade with the United States?

- A) Brunei
- B) Malaysia
- C) Singapore
- D) Thailand
- E) Vietnam

Answer: <https://biology-forums.com/index.php?topic=580414>

Question 20

Dry soup mixes that have long been popular in Europe are marketed as sauces or dips in the U.S. This is an example of the _____ strategy.

- A) product-communications extension
- B) product extension-communications adaptation
- C) product adaptation-communications extension
- D) dual adaptation
- E) product invention

Answer: <https://biology-forums.com/index.php?topic=581044>