**EXAM QUESTIONS**

**International marketing**

**Musa Afandiyev**

Chapter 1

1. What are the basic goals of marketing? Are these goals relevant to global marketing?
2. What is meant by “global localization?” Is Coca-Cola a global product? Explain.
3. A company’s global marketing strategy (GMS) is a crucial, competitive tool. Describe some of the global marketing strategies available to companies. Give examples of companies that use the different strategies.
4. Describe the difference between ethnocentric, polycentric, regiocentric, and geocentric management orientations.
5. Identify and briefly describe some of the forces that have resulted in increased global integration and the growing importance of global marketing.

Chapter 2 & Chapter 3

1. Identify the current stage of economic development for each BRICS (Brazil, Russia, India, China, and South Africa) nation.
2. Explain the role of the World Trade Organization. Why has the Doha Round of trade talks stalled?
3. Describe the similarities and differences between a free trade area, a customs union, a common market, and an economic union. Give an example of each.
4. What are the criteria for joining the euro zone?
5. Identify a regional economic organization or agreement in each of the following areas: Latin America, Asia/Pacific, Western Europe, Central Europe, The Middle East, and Africa.

Chapter 4

1. What are some of the elements that make up culture? How do these find expression in your native culture?
2. What is the difference between a low-context culture and a high-context culture? Name a country that is an example of each type, and provide evidence for your answer.
3. How can Hofstede’s cultural typologies help Western marketers better understand Asian culture?
4. Briefly explain the social research of Everett Rogers regarding diffusion of innovations, characteristics of innovations, and adopter categories.
5. According to the social research of Everett Rogers on adopter categories, how does the adoption process in Asia differ from the traditional Western model?

Chapter 5

1. Describe some of the sources of political risk. Specifically, what forms can political risk take?
2. Global marketers can avoid legal conflicts by understanding the reasons conflicts arise in the first place. Identify and describe several legal issues that relate to global commerce.
3. You are an American traveling on business in the Middle East. As you are leaving country X, the passport control officer at the airport tells you there will be a passport “processing” delay of 12 hours. You explain that your plane leaves in 30 minutes, and the official suggests that a contribution of $50 would probably speed things up. If you comply with the suggestion, have you violated U.S. law? Explain.
4. “See you in court” is one way to respond when legal issues arise. Why can that approach backfire when the issue concerns global marketing?
5. As the chief marketing officer of a global company, would you recommend establishing operations in Russia?

Chapter 6

1. Explain how information technology puts powerful tools in the hands of global marketers.
2. Assume that you have been asked by the president of your organization to devise a systematic approach to scanning. The president does not want to be surprised by major market or competitive developments. What would you recommend?
3. Outline the basic steps of the market research process.
4. How can big data help artists, artist managers, concert promoters, and record labels make better decisions?
5. Describe Whirlpool’s global marketing strategy. Does Whirlpool use an extension product strategy or an adaptation product strategy?

Chapter 7

1. In a recent interview, a brand manager at Procter & Gamble noted, “Historically, we used to be focused on discovering the common hopes and dreams within a country, but now we’re seeing that the real commonalities are in generations across geographic borders.” What is the significance of this comment in terms of segmenting and targeting?
2. Identify the five basic segmentation strategies. Give an example of a company that has used each one.
3. Explain the difference between segmenting and targeting. What is positioning? Identify the different positioning strategies.
4. What is global consumer culture positioning (GCCP)? What other strategic positioning choices do global marketers have?
5. What is the best positioning strategy for Shiseido as the company expands in Asia? High touch? High tech? Both?

Chapter 9

1. What are the advantages and disadvantages or using licensing as a market entry tool? Give examples of companies from different countries that use licensing as a global marketing strategy.
2. The president of XYZ Manufacturing Company of Buffalo, New York, comes to you with a license offer from a company in Osaka. In return for sharing the company's patents and know-how, the Japanese company will pay a license fee of 5 percent of the ex-factory price of all products sold based on the U.S. Company’s license. The president wants your advice. What would you tell him?
3. What is foreign direct investment (FDI)? What forms can FDI take?
4. What are *keiretsu*? How does this form of industrial structure affect companies that compete with Japan or that are trying to enter the Japanese market?
5. Should Starbucks enter the Italian coffeehouse market? Why or why not?

Chapter 10 & Chapter 11 & Chapter 12

1. How do local, international, and global products differ? Cite examples.
2. What are some of the elements that make up a brand? Are these elements tangible or intangible?
3. What criteria should global marketers consider when making product design decisions?
4. How can buyer attitudes about a product’s country of origin affect marketing strategy?
5. Identify several global brands. What are some of the reasons for the global success of the brands you chose?
6. What are the basic factors that affect price in any market? What considerations enter into the pricing decision?
7. Define the various types of pricing strategies and objectives available to global marketers.
8. Identify some of the environmental constraints on global pricing decisions.
9. Why do price differences in world markets often lead to gray marketing?
10. What is the difference between ethnocentric, polycentric, and global pricing strategies? Which one would you recommend to a company that has global market aspirations?
11. In what ways can channel intermediaries create utility for buyers?
12. What factors influence the channel structures and strategies available to global marketers?
13. Compare and contrast the typical channel structures for consumer products and industrial products.
14. Identify the different forms of retailing, and cite an example of each form. Identify retailers from as many different countries as you can.
15. What special distribution challenges exist in Japan? What is the best way for a non-Japanese company to deal with these challenges?

Chapter 13 & Chapter 14

1. In what ways can global brands and global advertising campaigns benefit a company?
2. How does the "standardized versus localized" debate apply to advertising?
3. What is the difference between an advertising appeal and creative execution?
4. How do the media options available to advertisers vary in different parts of the world? What can advertisers do to cope with media limitations in certain countries?
5. What are some of the ways PR practices vary in different parts of the world?
6. Briefly review how the main tools of sales promotion (e.g., sampling and couponing) can be used in global markets. What issues and problems can arise in different country markets?
7. What potential environmental challenges must be taken into account by a company that uses personal selling as a promotional tool outside the home country?
8. How does management's orientation (e.g., ethnocentric, polycentric, or regiocentric) correlate with decisions about sales force nationality? What other factors affect sales force composition?
9. What role does direct marketing have in a global company's promotion mix? Name three companies that have successfully used direct mail or other forms of direct-response advertising.
10. Why are infomercials, sponsorship, and product placement growing in importance for global marketers?

Chapter 15

1. Briefly review the key innovations that culminated in the digital revolution. What is the basic technological process that made the revolution possible?
2. What is convergence? How is convergence affecting Sony? Kodak? Nokia?
3. What is the innovator's dilemma? What is the difference between sustaining technology and disruptive technology? Briefly review Christensen's five principles of disruptive innovation.
4. Which pricing model do you think is the best for music downloads, iTunes Store’s “pay-per-track” or Rhapsody’s subscription service? Do you think cloud-based music services will be successful?
5. If marketers “think local and act local,” what are some of the new products and services that are likely to emerge from Africa in the next few years?

Chapter 16 & Chapter 17

1. Outline Porter's five forces model of industry competition. How are the various barriers to entry relevant to global marketing?
2. How does the five partners (flagship) model developed by Rugman and D'Aveni differ from Porter's five forces model?
3. Briefly describe Hamel and Prahalad's framework for competitive advantage.
4. How can a nation achieve competitive advantage?
5. What is the connection, if any, between *national* competitive advantage and *company* competitive advantage? Explain.
6. Are top executives of global companies likely to be home-country nationals?
7. In a company involved in global marketing, which activities should be centralized at headquarters and which should be delegated to national or regional subsidiaries?
8. "A matrix structure integrates four competencies on a worldwide scale." Explain.
9. In the automobile industry, how does “lean production” differ from the traditional assembly-line approach?
10. Identify some of the ways the global companies discussed in this text demonstrate their commitment to CSR.