

**KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS**  
**College of Industrial Management**  
**Department of Management & Marketing**

First Semester 2007-2008 (071): MKT420-International Marketing

Major Examination 1

Time Allowed: 1 Hour

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Student's Name:.....

ID No.....

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**GENERAL INSTRUCTIONS:** *The paper is divided into three sections (A, B and C). Participants are asked to attempt all questions in SECTIONS A and B for 10 Marks and select ONE question out of 2 for 10 Marks in SECTION C.*

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**SECTION A:** *This section consists of multiple-choice questions. Attempt all questions for 5 marks*

1. Which of the following is NOT a driving force behind global integration today?
  - a) national controls
  - b) technology
  - c) leverage opportunities
  - d) product development costs
  
2. One difference between “regular marketing” and global marketing is that
  - a) global marketing companies find themselves in every country
  - b) global marketing activities center on satisfying customer wants and needs
  - c) global marketing firms engage in business activities outside the home country
  - d) global companies employs the fundamental marketing principles
  
3. As a result of competition, many firms have been forced to involve marketers in design, manufacturing, and other value-related decisions from the start. This approach is known as:
  - a) Team marketing
  - b) Total Quality Marketing
  - c) Boundaryless Marketing
  - d) International Marketing
  
4. Which of the following can be gained as the result of a match between a firm’s distinctive competencies and the factors critical for creating superior customer value in an industry?
  - a) focus
  - b) competitive advantage
  - c) value
  - d) leverage

5. Which of the following form of economic cooperation calls for countries to eliminate all internal barriers to trade among themselves and at the same time maintaining independent trade policies with third countries?
- a) economic union
  - b) customs union
  - c) free trade area
  - d) common market
6. A company is said to be engaging in global marketing when it:
- a) pursues a "one size fits all" strategy by creating identical products for homogeneous markets
  - b) customizes special products for each country or region
  - c) creates both standardized and localized products
  - d) nurtures an ethnocentric management orientation
7. When global marketers speak of the "Triad," which of these blocks or countries are they referring to?
- a) China, Taiwan, and Hong Kong
  - b) Japan, Singapore, and Indonesia
  - c) Canada, the U.S., and Mexico
  - d) North America, Western Europe, and Japan
8. The aspect of culture that is concerned with beauty, good taste, and artistic expression is:
- a) aesthetics
  - b) linguistics
  - c) values
  - d) high versus low-context
9. The cultural environment of a country is best defined by which characteristics:
- a) values, attitudes, and symbols
  - b) standard of living and stage of economic development
  - c) production process and standards of measurement
  - d) degree of nationalism and economic community membership
10. Which of the following can negatively influence the rate of diffusion of an innovation:
- a) substantial relative advantage
  - b) high compatibility
  - c) high complexity
  - d) divisibility
  - e) high level of communicability

**SECTION B:** This section consists of **True or False questions**. Attempt all questions for 5 marks

1. Competitive advantage of a firm is measured relative to rivals in a given industry
  - a) True
  - b) False
  
2. By definition, attitudes are “organized patterns of knowledge that an individual holds to be true about the world.”
  - a) True
  - b) False
  
3. Knowledge in global marketing is only essential if a company competes in a global industry
  - a) True
  - b) False
  
4. Management myopia is one of the driving forces behind global marketing today.
  - a) True
  - b) False
  
5. Culture includes both conscious and unconscious values, ideas, attitudes and symbols that shape human behaviour but are not transmitted from one generation to the next.
  - a) True
  - b) False
  
6. A company that engages in global marketing must conduct business in at least half of the countries in the world
  - a) True
  - b) False
  
7. The astute global marketer often discovers that much of the apparent cultural diversity in the world turns out to be different ways of accomplishing the same thing.
  - a) True
  - b) False
  
8. Regarding the term “global localization”, it means that a successful global marketer must have the ability to think “locally and act globally”
  - a) True
  - b) False
  
9. Global industry is one in which competitive advantage can be achieved by integrating and leveraging operations on a local scale.
  - a) True
  - b) False
  
10. In global marketing, people living in low-income countries are too busy fulfilling basic needs to waste money on non-essential goods
  - a) True
  - b) False







