

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

First Semester 2007-2008 (071)

MKT420-International Marketing

Quiz 1

Time Allowed: 40 Minutes

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Name of Student: .....

Student ID: .....

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**Instruction**

*Answer one of the following two questions for 5% mark. Note that full marks will be given for clarity of expression, orderly and logical presentation of relevant material.*

**1. When is it said that a company has an *ethnocentric orientation*?**

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**Discuss this orientation in relation to the definition of the following terms:**

a. Domestic Company

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b. International company

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