



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



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

**Quiz 2**

**Time Allowed: 1 Hour**

**Name of Student:** .....

**Student's ID No.**.....

**GENERAL INSTRUCTIONS:** *Answer all the 10 questions for 5 Marks*

1. A special licensing arrangement that requires a global company to provide technical specifications to a subcontractor so that the latter will oversee the production of the former products is called.....

- (a) Adaptation
- (b) Joint venture
- (c) Contract manufacturing
- (d) Foreign Direct Investment

2. Joint venture as an entry strategy for various firms into a new market is attractive for several reasons. List two of these reasons

(a).....

(b).....

3. What term is frequently used to refer to linkages between companies from different countries coming together to pursue a common goal such as to fight global warming?

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4. The term used to describe a market entry level investment strategy whereby a company invests to start-up a new operation is:

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5. The Japanese term for a special category of cooperative strategy in which business families join together to compete for market share is called

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6. As widely used as a payment method for international trade, which of these documents state that a bank has substituted its creditworthiness for that of the importer/buyer?

- (a) Bill of Exchange
- (b) A draft
- (c) Letter of Credit
- (d) Sale on Open Account

7. An important brand concept which is used to represent the value added that accrues to a product as a result of a company's prior investments in the marketing of the brand is called

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8. What name is given to a brand that is offered in several markets in a particular economic block of the world such GCC or EU?

- (a) Local brand
- (b) International brand
- (c) Global brand
- (d) Universal Brand

9. A business strategy that entails a company like *Virgin* using an established brand name as an umbrella when entering new businesses or developing new product lines is known as

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10. The perceptions about and attitudes toward particular countries often extend to products and brands known to originate in those countries. However, the manufacturing reputation of a country can change over time. Name two Asian countries whose image has changed over time.

(a) .....

(b).....