

Unit 3 - Week 2

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Financial Environment Part 1

Financial Environment Part 2

Cultural Issues and Buying Behavior Part 1

Cultural Issues and Buying Behavior Part 2

Political/ Legal Environment Part 1

Quiz : Assignment 2

Week 3

Week 4

Week 5

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Assignment 2

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2020-03-11, 23:59 IST.

1) The IMF's SDR stands for:

1 point

- special legal rights.
- special drawing rights.
- special manufacturing rights.
- special distribution rights.

No, the answer is incorrect.
Score: 0

Accepted Answers:
special drawing rights.

2) One creation of the Bretton Woods Agreement was the International Bank for Reconstruction and Development, known as _____.

1 point

- the Maritime Bank.
- the World Monetary Bank.
- the World Bank.
- the European Central Bank.

No, the answer is incorrect.
Score: 0

Accepted Answers:
the World Bank.

3) _____ refers to the exchange of one country's money for that of another country.

1 point

- Conversion
- Foreign exchange
- Free float
- Managed float

No, the answer is incorrect.
Score: 0

Accepted Answers:
Foreign exchange

4) In 1944, an international conference took place in Bretton Woods. This place is situated in:

1 point

- the USA.
- the UK.
- the Netherlands.
- Switzerland.

No, the answer is incorrect.
Score: 0

Accepted Answers:
the USA.

5) In 1944, the Bretton Woods Conference took place to establish the:

1 point

- international marketing system.
- international logistics system.
- international monetary system.
- international banking system.

No, the answer is incorrect.
Score: 0

Accepted Answers:
international monetary system.

6) From a global marketing perspective, the cultural environment matters. The most important reason is that cultural forces are major factors in shaping a company's global:

1 point

- sales territories.
- vision.
- competitive response.
- marketing mix program.

No, the answer is incorrect.
Score: 0

Accepted Answers:
marketing mix program.

7) Companies that ignore cultural needs often:

1 point

- loose permission to export.
- loose permission to import.
- have more lawsuits.
- loose a competitive edge.

No, the answer is incorrect.
Score: 0

Accepted Answers:
loose a competitive edge.

8) Several Japanese diaper makers were able to steal market share away from Proctor & Gamble by selling diapers that were much _____ than the ones marketed by P&G, thereby better meeting the desires of Japanese mothers (Japanese homes have less space than most Europeans or American houses).

1 point

- colorful
- expensive
- bulkier
- thinner

No, the answer is incorrect.
Score: 0

Accepted Answers:
thinner

9) All of the following are unique features of culture EXCEPT:

1 point

- it is learned.
- it is inherited genetically.
- elements are interrelated with one another.
- it is shared.

No, the answer is incorrect.
Score: 0

Accepted Answers:
it is inherited genetically.

10) Asking the question "How is the decision to buy made by the consumers in the Foreign market?" is an indication of which stage of consumption processes (as influenced by culture)?

1 point

- buying behavior.
- consumption characteristics.
- disposal.
- access.

No, the answer is incorrect.
Score: 0

Accepted Answers:
buying behavior.