Assignment 2

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

1. The UN's IDG stands for:
   - special legal rights
   - special drawing rights
   - special manufacturing rights
   - special distribution rights
   - special procurement rights
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - special legal rights
   - special drawing rights
   - special manufacturing rights
   - special distribution rights
   - special procurement rights

2. One creation of the Bretton Woods Agreement was the International Bank for Reconstruction and Development, known as:
   - the International Bank
   - the International Monetary Fund
   - the World Bank
   - the European Central Bank
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - the International Monetary Fund

3. __________ refers to the exchange of one country's money for that of another country.
   - Conversion
   - Foreign exchange
   - Free float
   - Marjekfold
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - Foreign exchange

4. In 1944, an international conference took place in Bretton Woods. This place is situated in:
   - the USA
   - the UK
   - the Netherlands
   - Switzerland
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - the USA

5. In 1945, the Bretton Woods Conference took place to establish the:
   - international marketing system
   - international logistics system
   - international monetary system
   - international banking system
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - international monetary system

6. From a global marketing perspective, the cultural environment matters. The most important aspect is that cultural forces are major factors in shaping a company's global strategy:
   - wordiness
   - vision
   - competitive responsiveness
   - marketing mix program
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - marketing mix program

7. Companies that ignore cultural needs often:
   - lose customer satisfaction
   - lose product durability
   - lose product appeal
   - lose a competitive edge.
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - lose a competitive edge

8. Several Japanese deep-sea miners were able to steal market share away from Proctor & Gamble by selling washing detergents that were much:
   - cheaper
   - priced
   - bigger
   - better
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - bigger

9. All of the following are unique features of culture EXCEPT:
   - it is learned
   - it is socially transmitted
   - it is intentional
   - it is shared.
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - it is intentional

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 process is influenced by culture?
   - buying behavior
   - consumption characteristics
   - disposable income
   - access
   No, the answer is incorrect. Score: 7
   Accepted Answers:
   - buying behavior