Assignment 3

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

1. One way to characterize the nature of a government is by its ______________.
   - political ideology
   - ethnic ideology
   - regional ideology
   - business ideology
   - central ideology

   Accepted Answers: political ideology
   7 point

2. All of the following are members of the G-7 (Group of Seven) except:
   - Canada
   - Switzerland
   - Germany
   - United States
   - Brazil

   Accepted Answers: Switzerland
   7 point

3. _________ may be defined as that body of rules or laws that is binding on states and other international persons in their mutual relations.
   - Legal systems
   - International law (or the "law of nations")
   - Local law
   - Nationalism and law

   Accepted Answers: International law (or the "law of nations")
   7 point

4. When market research is not information that might be useful in the exploration process to already be available usually collected for some other purpose by other researchers), this type of information is called:
   - primary data
   - secondary data
   - secondary facts
   - results of sales
   - results of marketing

   Accepted Answers: primary data
   7 point

5. One common problem with using the analogy method of determining market size is:
   - cost
   - language problems
   - consumption patterns are not comparable across countries due to strong cultural disparities
   - differences in monetary units
   - differences in geographical areas

   Accepted Answers: consumption patterns are not comparable across countries due to strong cultural disparities
   7 point

6. There are six steps to follow in conducting global market research. The first step is to:
   - develop the research design
   - define the research problem
   - determine information needs
   - collect the data (secondary and primary)
   - define the research problem
   - determine information needs

   Accepted Answers: develop the research design
   7 point

7. In marketing research, once the problem has been identified it is translated into:
   - a secondary research search
   - a primary research search
   - specific research questions
   - a sampling process
   - a primary research search
   - specific research questions
   - a secondary research search
   - specific research questions

   Accepted Answers: specific research questions
   7 point

8. In a "country-by-country" segment or aggregate segmentation, countries are classified on a _________ dimension or on a set of _________ dimensions.
   - single, multiple
   - single, three
   - single, five
   - single, eight
   - single, multiple
   - single, three
   - single, five
   - single, eight

   Accepted Answers: single, multiple
   7 point

9. Which of the following bases would probably be the least useful a researcher were examining population size, age structure, urbanization degree, and ethnic composition?
   - demographic
   - socioeconomic variables
   - culture
   - political condition
   - physical condition

   Accepted Answers: physical condition
   7 point

10. PPP stands for:
    - pure power parity
    - purchasing power parity
    - planning power parity
    - pressure power parity
    - purchasing power parity

    Accepted Answers: purchasing power parity
    7 point