Assignment 4

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment.

1. Markets can be classified into four types of countries based on their respective market attractiveness. Which of the following three types can be used to build up an initial presence? (Choose one)
   - Patton countries
   - Emerging countries
   - Growing countries
   - No, the answer is incorrect.
   
2. Imperative expansion is also called:
   - Special export selling
   - Long export marketing
   - High export marketing
   - No, the answer is incorrect.
   
3. When a firm uses a strategic alliance as a vehicle to rejuvenate a business that is not core and in which it has no leadership position, it is probably doing which of the following?
   - diversify
   - cut back
   - restructure
   - rebrand
   - No, the answer is incorrect.
   
4. In the case of expanding a market, a retailer could be an ____________
   - Export servicing company
   - Export management company
   - Export production company
   - Export support company
   - No, the answer is incorrect.
   
5. Which one of the following four types of countries based on their respective market attractiveness, Vietnam and the Philippines would fall into which of the four types listed below (where the purpose would be to build up an initial presence such as through a liaison office)?
   - Patton countries
   - Emerging countries
   - Growth countries
   - No, the answer is incorrect.
   
6. The strategic alliance strategy of __________ might be enacted when the firm has an established leadership position but that only gives a peripheral role in the company's business portfolio
   - diversification
   - cut back
   - restructure
   - rebrand
   - No, the answer is incorrect.
   
7. One particularly useful technique in analyzing a firm's competitive position relative to its competitors is referred to as SWOT which stands for:
   - Strengths, Weaknesses, Organization, Total value
   - Strengths, Weaknesses, Opportunities, Threats
   - Strengths, Weaknesses, Opportunities, Total costs
   - Strengths, Weaknesses, Opportunities, Transactions
   - No, the answer is incorrect.
   
8. Industry globalization drivers include the following EXCEPT:
   - cost and competition drivers
   - market drivers
   - social drivers
   - government drivers
   - No, the answer is incorrect.
   
9. Which of the following is NOT one of the strategic options available to the marketing planner, considering various product policies that should be present for the international marketplace?
   - product and communication extension
   - product extension
   - product adaptation
   - communications extension
   - No, the answer is incorrect.
   
10. A company needs to follow a strategy of product adaptation-communications extension in a foreign market, an example of a product category that would fit this strategy would be:
   - soft drinks
   - electronics
   - gasoline
   - clothing
   - No, the answer is incorrect.