

Unit 5 - Week 4

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

● Global Marketing Strategies Part 1

● Global Marketing Strategies Part 2

● Global Market Entry Modes Part 1

○ Global Market Entry Modes Part 2

● Global Product Development Part 1

○ Quiz : Assignment 4

Week 5

Week 6

Week 7

Week 8

Text Transcripts

DOWNLOAD VIDEOS

FEEDBACK

Assignment 4

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

Due on 2020-03-25, 23:59 IST.

1) Markets can be classified in four types of countries based on their respective market attractiveness. Which of the following of those types can be used to build up an initial presence (such as through a liaison office)? **1 point**

- platform countries.
- emerging countries.
- maturing and established countries.
- growth countries.

No, the answer is incorrect.
Score: 0

Accepted Answers:
emerging countries.

2) Cooperative exporting is also called: **1 point**

- specialist exporting.
- lean exporting.
- long-range exporting.
- piggyback exporting.

No, the answer is incorrect.
Score: 0

Accepted Answers:
piggyback exporting.

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 using a _____ strategy. **1 point**

- defend.
- catch up.
- restructure.
- remain.

No, the answer is incorrect.
Score: 0

Accepted Answers:
restructure.

4) In the area of exporting, a middleman could be an _____ **1 point**

- Export outsourcing company.
- Export management company.
- Export production company.
- Export specialist company.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Export management company.

5) Markets can be classified in four types of countries based on their respective market attractiveness. Vietnam and the Philippines would fall into which of the types listed below (where the purpose would be to build up an initial presence such as through a liaison office)? **1 point**

- platform countries.
- emerging countries.
- maturing and established countries.
- growth countries.

No, the answer is incorrect.
Score: 0

Accepted Answers:
emerging countries.

6) The strategic alliance strategy of _____ might be enacted when the firm has an established leadership position but that only plays a peripheral role in the company's business portfolio. **1 point**

- defense.
- catch-up.
- remain.
- restructure.

No, the answer is incorrect.
Score: 0

Accepted Answers:
remain.

7) One particularly useful technique in analyzing a firm's competitive position relative to its competitors is referred to as SWOT which stands for: **1 point**

- Strengths, Weaknesses, Organization, Total value
- Strengths, Weaknesses, Opportunities, Threats
- Strengths, Weaknesses, Opportunities, Total costs
- Strengths, Weaknesses, Opportunities, Transfers

No, the answer is incorrect.
Score: 0

Accepted Answers:
Strengths, Weaknesses, Opportunities, Threats

8) Industry globalization drivers include the following EXCEPT: **1 point**

- cost and competitive drivers
- market drivers
- social drivers
- government drivers

No, the answer is incorrect.
Score: 0

Accepted Answers:
social drivers

9) Which of the following is NOT one of the strategic options available to the marketing planner, considering various product policies that could be devised for the international marketplace? **1 point**

- product and communication extension--dual extension.
- communication extension--mono extension.
- product extension--communications adaptation.
- product adaptation--communications extension.

No, the answer is incorrect.
Score: 0

Accepted Answers:
communication extension--mono extension.

10) If a company were 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 _____. **1 point**

- soft drinks
- motorscooters
- gasoline
- clothing

No, the answer is incorrect.
Score: 0

Accepted Answers:
gasoline