Assignment 5

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment.

Please submit the assignment by [DATE] to avoid penalties.

1) Which of the following considerations will be necessary when developing a global pricing strategy?
   (Choose all that apply)
   - Nature of customers
   - Amount of product differentiation
   - Mental pricing
   - All of the above
   
   No, the answer is incorrect.
   Accepted Answers:
   All of the above

2) Companies faced with price controls can consider which of the alternatives:
   (Choose all that apply)
   - Adjust the product line
   - Shift target segments or markets
   - Launch new products or variants of existing products
   - All of the above
   
   No, the answer is incorrect.
   Accepted Answers:
   All of the above

3) LEGO, the Danish toy maker, rather than warning about finding ways to lower the price of its products in foreign markets has chosen (not LEGO sets) if it wants to adjust the price.
   (Choose all that apply)
   - demand-based
   - competitive pricing
   - elastic pricing
   - promotion-related pricing
   
   Accepted Answers:
   All of the above

4) Firms faced with price controls can take any of the following strategies EXCEPT
   (Choose all that apply)
   - Shift the target segment or markets
   - Launch new products or variants of existing products
   - Negotiate with the government
   - Have the home government's pricing policies
   
   Accepted Answers:
   Shift the target segment or markets

5) To be sure, _______ firms are considering lowering cross-border price differentials.
   (Choose all that apply)
   - parallel trade
   - gray market transactions
   - None of the above options (e.g., first and second
   - Neither nor second options
   
   Accepted Answers:
   Parallel trade

6) There are two ways to deal with the price escalation phenomenon. One of these is to cut the export price. This other is to
   (Choose all that apply)
   - change the promotion strategy
   - position the product as a super premium brand
   - reduce the cost of inputs
   - reduce retailer margins
   
   Accepted Answers:
   Position the product as a super premium brand

7) When McDonald's first opened its restaurants in Russia in 1995, the Big Mac meal cost $1.50. Three years later, the same meal cost $1.00.
   This should be an example of:
   (Choose all that apply)
   - demand change
   - new premium pricing can damage a product
   - price elasticity works
   - viscosity cost damage a market
   
   Accepted Answers:
   Demand change

8) A key strategic issue that appears on international marketers’ agendas is whether there should be a
   (Choose all that apply)
   - variant brand
   - regional brand
   - local brand
   - global brand
   
   Accepted Answers:
   Global brand

9) Limited to the brand name is a collection of assets and liabilities called
   (Choose all that apply)
   - the trademark
   - the patent
   - proprietary investments
   - brand equity
   
   Accepted Answers:
   Brand equity

10) The following four branding strategies are available to marketers EXCEPT
    (Choose all that apply)
    - cash branding
    - market branding
    - family/multidisciplinary branding
    - tactical branding
    
    Accepted Answers:
    Tactical branding