Assignment 12

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

1) Survey research is least likely to be conducted through which of the following?
   - Observation
   - Person-to-person interactions
   - The telephone
   - The mail
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: Observation

2) Deals with the question of whether the marketing constructs have the same meaning and significance in different countries.
   - Conceptual equivalence
   - Functional equivalence
   - Construct equivalence
   - Category equivalence
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: Construct equivalence

3) A committee of translators, each of whom is fluent in at least two of the languages in which the questionnaire will be administered, discusses alternative versions of the questionnaire and makes modifications until consensus is reached.
   - pencil translator
   - back translation
   - alternative translation
   - None of the above
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: pencil translation

4) Single sourcing has a number of advantages. Which of the following is NOT an advantage of single sourcing?
   - Wide sources of knowledge and expertise to tap.
   - Strong supplier relationships with individual suppliers.
   - Better communication.
   - Dependency encourages more commitment and effort.
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: Wide sources of knowledge and expertise to tap.

5) Multiple sourcing has a number of advantages. Which of the following is NOT an advantage?
   - Sources can be switched in case of supplier failure.
   - The purchaser can drive down prices through competitive tendering.
   - A wider source of knowledge and expertise is available.
   - More scale economies.
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: More scale economies.

6) A stage of operations that provide goods and services through to the end customer is called
   - The Demand Chain
   - The Information Chain
   - The Logistic Network
   - The Supply Chain
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: The Supply Chain

7) Movement of the firm's finished products to its customers, consisting of transportation, warehousing, inventory, customer service/order entry, and administration.
   - Physical distribution
   - Materials management
   - Lean supply chain
   - Joint distribution
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: Physical distribution

8) Someone who lives and works in a foreign country is a(n)
   - expatriate
   - holiday maker
   - international officer
   - immigrant
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: expatriate

9) When an international firm favors a strategy of choosing only from the nationals of the parent country, it is called
   - polycentric approach
   - geocentric approach
   - ethnocentric approach
   - None of the above
   *No, the answer is incorrect
   Score: 0
   Accepted Answers: ethnocentric approach

10) When the firm adopt a strategy of limiting recruitment to the nationals of the host country where the brand is located, it is called
    - polycentric approach
    - geocentric approach
    - ethnocentric approach
    - None of the above
    *No, the answer is incorrect
    Score: 0
    Accepted Answers: polycentric approach