

Teste Modelo Marketing Internacional (2022/23)

PART I

1. There are five identifiable stages in the evolution of marketing across national boundaries. The first stage is:
 - a) Global marketing
 - b) International marketing
 - c) Export marketing
 - d) Direct marketing
 - e) Domestic marketing
2. A unique feature of international marketing is its _____ orientation with emphasis on product and promotional adaptation in foreign countries.
 - a) Geocentric
 - b) Regiocentric
 - c) Ethnocentric
 - d) Polycentric
 - e) Egocentric
3. In general, the larger the country's domestic economy, the less dependent it tends to be on exports and imports relative to its _____.
 - a) Gross domestic product (GDP)
 - b) Gross domestic income
 - c) Gross domestic spending
 - d) Gross domestic capital
 - e) Gross domestic knowledge
4. "What is left unsaid is as important as what is said" would be an example of what form of culture?
 - a) Medium-context
 - b) Low context
 - c) Regional-context
 - d) High context
 - e) None of the above
5. With respect to Hofstede's cultural classification scheme, _____ refers to the extent to prefer structured situations with clear rules over unstructured ones.
 - a) Power distance
 - b) Uncertainty avoidance
 - c) Individualism
 - d) Masculinity
 - e) Long-termism

International Marketing Exam Paper

David Kirk



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