

## 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

**AW Rasmussen**



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## **Table of Contents International Marketing Exam Paper**

1. Understanding the eBook International Marketing Exam Paper
  - The Rise of Digital Reading International Marketing Exam Paper
  - Advantages of eBooks Over Traditional Books
2. Identifying International Marketing Exam Paper
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an International Marketing Exam Paper
  - User-Friendly Interface
4. Exploring eBook Recommendations from International Marketing Exam Paper
  - Personalized Recommendations
  - International Marketing Exam Paper User Reviews and Ratings
  - International Marketing Exam Paper and Bestseller Lists

5. Accessing International Marketing Exam Paper Free and Paid eBooks
  - International Marketing Exam Paper Public Domain eBooks
  - International Marketing Exam Paper eBook Subscription Services
  - International Marketing Exam Paper Budget-Friendly Options
6. Navigating International Marketing Exam Paper eBook Formats
  - ePub, PDF, MOBI, and More
  - International Marketing Exam Paper Compatibility with Devices
  - International Marketing Exam Paper Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of International Marketing Exam Paper
  - Highlighting and Note-Taking International Marketing Exam Paper
  - Interactive Elements International Marketing Exam Paper
8. Staying Engaged with International Marketing Exam Paper
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers International Marketing Exam Paper
9. Balancing eBooks and Physical Books International Marketing Exam Paper
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection International Marketing Exam Paper
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine International Marketing Exam Paper
  - Setting Reading Goals International Marketing Exam Paper
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of International Marketing Exam Paper
  - Fact-Checking eBook Content of International Marketing Exam Paper
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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