## 41 Lecture - MGT301

### **Important Mcqs**

- 1. Which of the following is NOT a key driver of global marketing?
  - a) Market expansion
  - b) Increased competition
  - c) Improved communication technology
  - d) Domestic market saturation

Answer: d) Domestic market saturation

- 2. What is the primary benefit of global marketing?
  - a) Lower marketing costs
  - b) Greater product consistency
  - c) Larger customer base
  - d) Improved communication with suppliers

Answer: c) Larger customer base

- 3. Which of the following is NOT a challenge in global marketing?
  - a) Language barriers
  - b) Cultural differences
  - c) Legal restrictions
  - d) Standardized marketing strategies

Answer: d) Standardized marketing strategies

- 4. Which of the following is an advantage of standardizing the marketing mix in global marketing?
  - a) Greater adaptability to cultural differences
  - b) Increased product differentiation
  - c) Reduced costs
  - d) More targeted communication

Answer: c) Reduced costs

- 5. Which of the following is NOT an element of the global marketing mix?
  - a) Product
  - b) Promotion
  - c) Price
  - d) Packaging

Answer: d) Packaging

- 6. Which of the following is an example of a global marketing strategy?
  - a) Offering a product in different colors based on regional preferences
  - b) Creating a unique brand identity for each market
  - c) Using the same marketing message across all markets
  - d) Varying the price of a product based on local currency values

Answer: d) Varying the price of a product based on local currency values

#### 7. Which of the following is a risk of global marketing?

- a) Increased competition
- b) Reduced market access
- c) Decreased brand recognition
- d) Cultural insensitivity

Answer: d) Cultural insensitivity

#### 8. Which of the following is a benefit of adapting the marketing mix for local markets?

- a) Reduced costs
- b) Increased brand consistency
- c) Improved customer engagement
- d) More efficient supply chain management

Answer: c) Improved customer engagement

#### 9. Which of the following is an example of a cultural consideration in global marketing?

- a) Varying the packaging of a product based on local preferences
- b) Offering a lower price in markets with lower incomes
- c) Promoting the health benefits of a product in all markets
- d) Using the same advertising campaign in all markets

Answer: a) Varying the packaging of a product based on local preferences

# 10. Which of the following is NOT a factor in determining the optimal global marketing strategy?

- a) Cultural differences
- b) Customer preferences
- c) Production capabilities
- d) Competitor strategies

Answer: c) Production capabilities