

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