**Chapter 10**

**Multiple choice questions**

Which of the following areas can be associated with international advertising?

Local regulations.

Coordination of multi-country communication efforts.

Budgeting.

All of the above.

**2** According to Levitt (1983) what has made multinational corporations obsolete and the global corporation absolute?

Advancements in communication technologies.

Global needs becoming more differentiated.

The worlds needs and desires becoming irreversibly homogenised.

Increasing levels of deregulation.

**3** Considering people and different economic, political and social units in the world, what has the process has globalisation resulted in?

Greater interdependence and mutual awareness.

Fractured relations between nations.

A reduction in interdependence.

Mutual awareness of different cultures becoming less significant.

**4** In relation to international marketing, what does standardisation refer to?

A marketing approach which requires limited focus on its ethical implications.

A marketing approach which is only relevant to a specific market segment.

An approach which is homogeneous and can be used internationally.

A marketing approach which requires limited investment.

Which of the following is not a possible advantage of a global marking program?

Economies of scale

Lower marketing costs

Differences in consumer responses to marketing mix elements

Power and scope

**6** During the development of a company’s marketing communications mix, which of the following is not a task that the marketing or advertising manager is often vigorously involved in?

Monitoring

Maintaining

Adapting

Vamoosing

**Solutions**

1 a); 2 c); 3 a); 4 c); 5 c) 6 d)