



JA Marketing Principles 1®

Quiz: Post-Session 4.2: Global Marketing

Circle the best answer for each question.

- 1. Which of these is NOT one of the top five countries importing U.S. products?**
 - a. Brazil
 - b. Mexico
 - c. China
 - d. Canada

- 2. What is the largest company in the world?**
 - a. Apple
 - b. Samsung
 - c. Walmart
 - d. Volkswagen

- 3. How does the Internet make global marketing easier?**
 - a. It makes delivering products easier.
 - b. It allows marketers to reach customers anywhere in the world.
 - c. It reduces marketing costs for companies because they only need one approach.
 - d. It allows for one pricing strategy regardless of the customer's location.

- 4. Would it be wise for a company to use the same slogan in every market around the world?**
 - a. Yes, because a cohesive marketing approach increases brand awareness.
 - b. Yes, because it saves money on developing different slogans in every market.
 - c. No, because one slogan might not work everywhere due to cultural differences.
 - d. No, because travelers would become bored seeing the same slogan everywhere.

- 5. How are mobile phones used by marketers in the global marketplace?**
 - a. product placement
 - b. mobile apps
 - c. logistics (shipping, inventory, etc.)
 - d. relationship building