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<b>Completed on</b>	Sunday, 19 June 2022, 10:53 PM
<b>Time taken</b>	1 min 25 secs
<b>Marks</b>	15/100
<b>Grade</b>	2 out of 10 (15%)

**Question 1**

Incorrect

Mark 0 out of 10

Which of the following statements are correct?

Select one or more:

- ☒ Multinational orientation involves creating a marketing mix that is differentiated only to a small extent. ✗
- ☐ Both home country orientation and global orientation are characterized by a highly standardized marketing mix.
- ☒ Companies must differentiate their marketing instruments to accommodate for country-specific differences only in exceptional cases. ✗

Die Antwort ist falsch

**Question 2**

Partially correct

Mark 7 out of 10

Home country orientation ...

Select one or more:

- ☐ ... means transferring market development concepts used on the domestic market to all foreign markets.
- ☒ ... is connected to realizing economy of scale effects. ✓
- ☐ ... implies transferring only a product's core from the domestic market to the foreign market; additional components such as packaging, marking, etc. are differentiated in line with the specifications of the foreign market.
- ☒ ... implies adopting an ethnocentric approach to marketing. ✓

Die Antwort ist teilweise richtig

You have correctly selected 2.

**Question 3**

Incorrect

Mark 0 out of 10

Which of the following statements are correct?

Select one or more:

- ☒ Under a home country orientation, distribution policy is characterized by establishing indirect distribution channels. ✗
- ☐ Regarding pricing policy, price differentiation is easy to realize under a home country orientation.
- ☐ Regarding brand policy, pursuing a home country orientation may entail small adjustments of language or writing.

Die Antwort ist falsch

**Question 4**

Incorrect

Mark 0 out of 10

Promotion policy under home country orientation ...

Select one or more:

- ☐ ... is characterized by cost advantages.
- ☒ ... ignores culture- and country-specific considerations. ✓
- ☒ ... generally cannot successfully utilize international media for promotional activities. ✗
- ☐ ... generally uses the same promotion messages and media in all markets.

Die Antwort ist falsch

**Question 5**

Partially correct

Mark 5 out of 10

Which of the following statements are correct regarding global orientation?

Select one or more:

- ☐ "Made by" effects do not play an important role under global orientation.
- ☒ Global orientation is characterized by an extensive standardization of marketing tools. ✓
- ☐ Shifting production to foreign markets may result in a "blurring" of the products' original image.

Die Antwort ist teilweise richtig

You have correctly selected 1.

**Question 6**

Partially correct

Mark 3 out of 10

Which of the following statements are correct?

Select one or more:

- ☐ Under global orientation, prices are determined by transferring a lead country's price level to other foreign markets.
- ☐ "Common denominator approach" means that companies with a global orientation consider cross-country commonalities when designing products.
- ☒ The "premium prototype approach" is based on the assumption that it is easier to internationally standardize more expensive products. ✓
- ☐ Under global orientation, companies aim to realize a standardized price level on all foreign markets.

Die Antwort ist teilweise richtig

You have correctly selected 1.

**Question 7**

Incorrect

Mark 0 out of 10

Promotion policy under global orientation ...

Select one or more:

- ☐ ... considers country-specific and cultural differences and differentiates promotional activities.
- ☒ ... is characterized by the fact that a common denominator strategy is implemented in multiple countries. ✓
- ☐ ... generally does not focus on a specific geographical area.
- ☒ ... entails using standardized international public relations activities and instruments. ✗

Die Antwort ist falsch

**Question 8**

Incorrect

Mark 0 out of 10

Which of the following statements are correct?

Select one or more:

- ☒ In general, product policy under multinational orientation is not adjusted to the specific countries. ✗
- ☐ Under multinational strategies, local images may be utilized as the marketing mix is adjusted to local conditions to a maximum extent.
- ☐ Pursuing multinational strategies entails offering consistent services in all developed national markets.

Die Antwort ist falsch

**Question 9**

Incorrect

Mark 0 out of 10

Promotion policy under multinational orientation is characterized by which features?

Select one or more:

- ☒ A country's culture does not have any impacts on the type of advertisement utilized. ✗
- ☒ When opting for sponsoring, companies must ensure the cultural matching of the sponsor and those receiving sponsorship. ✓
- ☐ Consistent linguistic elements are often used to communicate the same message.
- ☐ The decisions to be made as part of promotion policy are based on the design of product and branding policy respectively.

Die Antwort ist falsch

**Question 10**

Incorrect

Mark 0 out of 10

Which of the following statements are correct?

Select one or more:

- ☐ Distribution policy under multinational orientation is characterized by a low level of customization.
- ☒ Factors such as a national market's financial power or strategic importance are examples of competition-related factors affecting multinational distribution policy. ✗
- ☐ All decisions in terms of vertical and horizontal distribution channel structures have to be made within the framework of a multinational distribution policy.

Die Antwort ist falsch

◀ Online Test: Unit 08

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