

Key Terms	Format
<ul style="list-style-type: none"> ● primary data ● secondary data ● logistics ● royalty ● target market ● demographic information ● ethnocentrism ● discretionary income ● economies of scale ● competitive advantage ● centralized strategy ● decentralized strategy ● e-distribution ● sales agent ● trade show ● branch plant ● acquisition ● licensing agreement ● logistics ● production logistics ● business logistics ● military logistics ● supply chain ● vertical integration ● horizontal integration ● point-of-sale terminal ● just-in-time (JIT) inventory systems ● letter of credit ● supplier management ● outsourcing ● near sourcing 	<ul style="list-style-type: none"> ● The format in this unit test is T/F, multiple-choice, short answer, and long answer/case. ● The students are expected to be familiar with key terms, be able to provide details, and use major concepts studied in this unit when answering the short and long answer questions. <p>Below are the major concepts that the students must be familiar with:</p> <ul style="list-style-type: none"> - marketing activities/strategies - different types of logistics strategies that companies use in terms of inventory - three types of licensing agreement - three transaction types of e-commerce - difference between vertical integration and horizontal integration - evaluate the main transportation methods used to ship products internationally <p>Some of the short and long questions that might be asked by the teacher are:</p> <ul style="list-style-type: none"> - explain what competitive advantage is and give examples of typical ones - list, describe, and provide details for each of the 4 Ps and 2 Cs of the international marketing mix. - list and describe the four main links in the supply chain - What is ethnocentrism and how to avoid it - give the three main advantages of

<ul style="list-style-type: none"> • insourcing • offshoring • inshoring • inbound distribution • outbound distribution • receiving process • Ex Works (EXW) • carrier • freight consolidation • containerization 	<p>owning a branch plant in a foreign country</p>
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