Business Management HL

Marketing Service & International Marketing Unit Test

1. **Setting a relatively low Price often supported by strong promotion**

   a. Cost markup b. Penetration pricing c. Psychological pricing

2. **A form of promotion that is undertaken by a business by paying for communication.**

   b. BTL b. RTL c. ATL

3. **Setting a high price for a new product when a firm has a unique or highly differentiated product.**

   a. Penetration pricing b. Loss leader c. Skimming pricing

4. **The pattern of sales recorded by a product from launch to withdrawal from the market.**

   a. Unique selling point b. Product life cycle c. Extension strategies

5. **Identify all the extended marketing mix Ps.**

   a. Physical evidence b. Product c. Price d. People e. Promotion

   f. Process g. Place

6. **Selling products in markets other than the original domestic market.**

   a. International Marketing b. Globalization c. Glocalization

7. **Identify what is not a method of entering to international markets.**

a. Exporting b. E-commerce c. Market Penetration

8. **Adopting a standardize product across the globe.**

   a. International Marketing b. Global Market c. Global localization

9. **Trade barriers is a _____________ problem.**

   a. Legal b. Political c. Economical

10. **The marketing mix for the product may have to be adapted this is call?**

   a. Marketing mix b. Glocalization c. Global negotiation