NAME: ___________________________________

CLASS: ___________________________________

DATE: ____________________________________

Answer all the below questions with **TRUE** or **FALSE** answers. Write your correct answers in **CAPITAL WORD.**

No	Questions	Answers
1	Political, economic and competitive structure are examples of uncontrollable factors.	
2	The level of technology in foreign countries is uncontrollable element for international marketers.	
3	Political, economic climate, and competition are domestic controllable factors.	
4	Uncontrollable elements of the foreign business environment constitute the culture.	
5	Smaller home markets and larger production capacities encourage internationalization.	
6	Micro and Macro environment are controllable factors for organization in International Market.	
7	Bargaining power of consumer will be **HIGH** if less substitute products are available in Market.	
8	Threat of new entrants is **HIGH** when less capital is required as an investment in certain industry.	
9	Customer market consists of 5 categories of customers.	
10	Lotus, Giant,Jaya Grocer are examples of business market.	