

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