Quizizz

NAME :

CLASS :

CHAPTER 1 INTERNATIONAL MARKETING
10 Questions

DATE :

1.

What type of Marketing that is suitable for Oreo

2.

Youtuber Kumar Family who lived in America received this "Kopi Kedah" from one of their subscriber. This description explain about _____ stage in International Marketing Involvement.

3.

M&M Chocolate is example of international marketing. (YES/NO)

?

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4.

Ramly Burger is an example of Domestic Marketing? (YES/NO)

5.

Marketing is the process of selling the right product to the chosen customer. (YES/NO)

6. Treating home and world market as one market is known as _____

7. In _____ marketing, separate production lines are directed to different countries.

8. At this stage the company permanently commitment on foreign market rather than domestic market.

9. No commitment to foreign market representation and only export if there is surplus in domestic supplies is a characteristic of _____ foreign marketing

10. _____ helps the company to expand more widely by introducing various types of product line in market.

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