

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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