

## Teste Modelo Marketing Internacional (2022/23)

### PART I

1. There are five identifiable stages in the evolution of marketing across national boundaries. The first stage is:
  - a) Global marketing
  - b) International marketing
  - c) Export marketing
  - d) Direct marketing
  - e) Domestic marketing
2. A unique feature of international marketing is its \_\_\_\_\_ orientation with emphasis on product and promotional adaptation in foreign countries.
  - a) Geocentric
  - b) Regiocentric
  - c) Ethnocentric
  - d) Polycentric
  - e) Egocentric
3. In general, the larger the country's domestic economy, the less dependent it tends to be on exports and imports relative to its \_\_\_\_\_.
  - a) Gross domestic product (GDP)
  - b) Gross domestic income
  - c) Gross domestic spending
  - d) Gross domestic capital
  - e) Gross domestic knowledge
4. "What is left unsaid is as important as what is said" would be an example of what form of culture?
  - a) Medium-context
  - b) Low context
  - c) Regional-context
  - d) High context
  - e) None of the above
5. With respect to Hofstede's cultural classification scheme, \_\_\_\_\_ refers to the extent to prefer structured situations with clear rules over unstructured ones.
  - a) Power distance
  - b) Uncertainty avoidance
  - c) Individualism
  - d) Masculinity
  - e) Long-termism

# International Marketing Exam Paper

**A Gutmann**



**International Marketing Exam Paper:**

## Whispering the Techniques of Language: An Emotional Quest through **International Marketing Exam Paper**

In a digitally-driven world where displays reign supreme and quick conversation drowns out the subtleties of language, the profound techniques and mental subtleties concealed within phrases frequently get unheard. However, set within the pages of **International Marketing Exam Paper** a captivating literary value pulsating with natural thoughts, lies an extraordinary journey waiting to be undertaken. Penned by a talented wordsmith, that wonderful opus attracts viewers on an introspective journey, delicately unraveling the veiled truths and profound impact resonating within the very fabric of every word. Within the emotional depths with this emotional evaluation, we shall embark upon a honest exploration of the book is key styles, dissect its interesting publishing fashion, and succumb to the powerful resonance it evokes strong within the recesses of readers hearts.

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