

Multiple Choice Questions

*Answer the questions by marking (✓) on appropriate answer.

1. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
 - a. Marketing intelligence
 - b. Marketing research
 - c. Customer profiles
 - d. Internal databases

2. All of the following are considered to be drawbacks of local marketing EXCEPT:
 - a. it can drive up manufacturing and marketing costs by reducing economies of scale.
 - b. it can create logistical problems when the company tries to meet varied requirements.
 - c. it can attract unwanted competition.
 - d. it can dilute the brand's overall image.

3. The biggest or greatest amount of involvement in a foreign market comes through which of the following?
 - a. Exporting
 - b. Joint venturing
 - c. Licensing
 - d. Direct investment

4. _____ has contractual authority to sell a manufacturer's entire output.
 - a. Selling agents
 - b. Rack jobbers
 - c. Manufacturer's agents
 - d. Purchasing agents

5. Sellers that handle their own exports are engaged in:
 - a. direct exporting.
 - b. indirect exporting.
 - c. licensing.
 - d. contract manufacturing.

6. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called a(n):
 - a. line extension.
 - b. brand extension.
 - c. multibranding.
 - d. new brands.

7. Google, Infoseek, and Excite are all called:

Limited Company Multiple Choice Questions

Clemens Wendtner



Limited Company Multiple Choice Questions:

Limited Company Multiple Choice Questions Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Limited Company Multiple Choice Questions**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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