

San Diego State University  
Imperial Valley Campus

MKTG 376  
Lars Perner, Instructor

International Marketing Strategy

SAMPLE MIDTERM II

Please answer any 8 out of the following 10 questions.

1. According to the text, what is *transparency* in trade, and what are the implications of this issue?
2. What are some cautions in interpreting country income figures?
3. Rap singer Explicit E would like to market his records outside his home country of Britain. Please discuss language issues with respect to lyrics that may be important in appealing to potential listeners in other cultures.
4. The Giant Lonestar Band is interested in marketing its new country music CD entitled *A Texas Size Ego* in China and Japan. Please discuss what they might expect to experience during negotiations with distributors there.
5. Louis Vuitton, a manufacturer of high quality suitcases and travel gear, is interested in expanding its business in China. Please discuss what kinds of “soft” data might be relevant in understanding this market.
6. According to the text, how do *epic* and *etic* research approaches perspectives differ?
7. Hewlett-Packard is reviewing opportunities to improve its global management structure. Please discuss how Hofstede’s Dimensions are relevant here, emphasizing any two dimensions in your analysis. (You do not need to tie specific countries to specific dimensions).
8. Please discuss laws of interest to U.S. firms doing business abroad.
9. Within the context of international trade, please discuss the significance of *non-tariff barriers*.
10. According to the text, what are some methods for estimating market sizes?