

**STUDY GUIDE FOR  
TEXTBOOK MATERIAL**  
**Rakesh Mogan Joshi, *International Marketing***  
**Chapters 7-9**

Note: The midterm will cover chapters 1-7 in addition to classroom material on a separate study guide.

**Chapter 7—“Entering International Markets”**

1. What are trading houses, and what types of functions do they carry out? (You do not need to remember all, but you should be able to discuss a few of your choice).
2. What are some advantages of using a merchant exporter? (You do not need to remember all, but you should be able to discuss a few of your choice).

**Chapter 8—“Product Strategy for International Markets”**

1. What kinds of mistakes have certain American firms made when entering the Indian market?
2. What were some adaptations that were made to the Nokia 1100 cellular phone for use in the Indian market?
3. What is the International Competitive Posture Matrix, how does it work, and what are its implications?

**Chapter 9—“Building Brands in International Markets”**

1. In developing countries, when products are often sold as unbranded commodities, what is the only competitive advantage that a product can have?
2. What has motivated Singapore Airlines’ branding strategy, and what are some measures taken to sustain the brand?
3. What do the notions of *brand physique*, *brand personality*, *reflection*, and *brand essence* involve, and what are their significance?
4. What are some strategies for building brands?
5. What are the characteristics cited that a brand should meet to be considered truly global?
6. What are the *Category Development Index* and *Brand Development Index*, and how are these notions useful in setting a brand building strategy?