

**Answer the Following Questions:**

**Q1. Define the Following:**

1a: International Marketing According to (Nathalie Prime)?

1b: International Marketing Planning?

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**Q2. Indicate Five Differences between International Marketing and:**

2a: Domestic Marketing.

2b: Exporting

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**Q3. Mention the Reasons of:**

3a: Marketing Abroad?

3b: Active Exporting?

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**Q4. What Manchester United did for Active Exporting?**

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**Q5.**

5a: Write the Elements of Competitive Advantage?

5b: Discusses in Brief stages of International Marketing Strategy

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**Q6.**

A: What is International Marketing (IM) and Multinational marketing?

B: what are differences between domestic and international marketing?

B: Read the sentences and fill in the blanks with the right words (Product, Strategic resource, Exporting,

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**Q7. Competitive Advantage, Cost leadership)**

1-.....is one of elemnt of International marketing mix

2-.....is one of strategic thinking in international marketing.

3-.....: the sale in a foreign market of an item produced, stored or processed in supplying firm's home country.

4-..... is one of element of compatitive advantage

5-..... is one of Porter's model of competitive advantage

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**Q8.**

C: Which two kinds of Export?

D: which three elements of Price of marketing mix?

**Q 9.**

A: What are the elements of the International Marketing (IM) mix?

B: write about five stage model of international marketing strategy

C: Write about Porter's model of competitive advantage?

D: Match Between A & B and write the right letter :

No	A	B	Sy
1	International marketing is more than Exporting because it involves	is one of Porter's model of competitive advantage	A
2	Domestic Marketing vs. International Marketing	Looking into future and deciding today what to do in the future.	B
3	Specialization	Licensing and Franchising	C
4	Planning	advertising – personal selling – sale promotion	D
5	Promotion	Business laws and regulations are clearly understood in domestic marketing	E

E: Translate these words from English to Arabic :

1. International Marketing : .....
2. Product .....
3. Export .....
4. Competitive Advantage .....
5. Strategy .....

**Q10:**

What is the key elements of the international marketing?

What is the differences beteen domestic and international marketing?

**Q11:**

Mark the following statement as True or False

- 1.In internaltional markting Business is trnsacted in a single currency( )
- 2.In domestic marketing many currencies are involved , with wide exchange rate fluchising()
- 3.The international marketing is more than exporting because it involves licensing and franchising.(.)
- 4.Exporting means the sale in local market.(.)
- 5.Marketing across national boundaries international marketing foreign trade( )

**Q 12:**

Choose the corrcet answer:

1. marketing research is the process of qathering (primary data –information-numbers –secondary data)
2. Marketing across national boundaries (international marketing foreign trade country-GNP)
3. Key elements of the international marketing(customer-price-mony-export)

**Q13:**

Translate the following words to Arabic:

Product ,Price, Place, Promotion ,Export

**Q14:**

Translate the following words to Arabic:

Export , Promotion , Place, Product , Price

**Q15:**

choose the correct answer:

1. Key elements of the international marketing (customer –price – money – export)
2. Marketing research is the process of gathering (primary data – information – numbers – secondary data )

3. Marketing across national boundaries (international marketing foreign trade – country – GNP)

**Q16:**

- A)What is the key elements of the international marketing?  
B)What is the differences between domestic and international marketing? ( only 4 )

**Q15:**

Mark the following statement as True or False

1. Marketing across national boundaries international marketing foreign trade ( )
2. Exporting means the sale in local market( )
3. The international marketing is more than exporting because it involves licensing and franchising( )
4. In domestic marketing many currencies are involved , with wide exchange rate fluctuations( )
5. In international marketing Business is transacted in a single currency( )