

3. GAC022 Business III: International Business Studies

Starter Quiz ·

GAC Business

Name: _____ Score: _____

1. Which route can test overseas demand with lower commitment?
 - ☐ Building a full foreign subsidiary immediately
 - ☐ Exporting a small range
 - ☐ Ignoring delivery and returns
2. What is a tariff?
 - ☐ A currency
 - ☐ A tax on imports
 - ☐ A limit on exports
3. What does compliance mean?
 - ☐ Ignoring local requirements
 - ☐ Only copying a competitor
 - ☐ Meeting applicable rules and standards
4. What is a supply chain?
 - ☐ A type of promotion
 - ☐ A network moving materials, information, and products to customers
 - ☐ Only a list of customers
5. What does standardisation mean in international marketing?
 - ☐ Ignoring every customer
 - ☐ Keeping an approach largely the same across markets
 - ☐ Changing every feature in every market
6. Comparative advantage concerns lower opportunity cost, not simply producing the most units.
 - ☐ True ☐ False
7. A stronger home currency can make imported components cheaper.
 - ☐ True ☐ False
8. Infrastructure such as reliable internet can affect whether a digital service reaches customers.
 - ☐ True ☐ False

9. Quality assurance aims to prevent defects through the process, not only find them at the end.

☐ True ☐ False

10. Translation makes a marketing message localised.

☐ True ☐ False

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Answers ·

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1. **Exporting a small range**

Exporting can provide evidence before a larger investment.

2. **A tax on imports**

A tariff can raise the price of imported products or components.

3. **Meeting applicable rules and standards**

Compliance is a planned responsibility, not a task after a breach.

4. **A network moving materials, information, and products to customers**

It covers the path from source through the business to the customer.

5. **Keeping an approach largely the same across markets**

It can protect a consistent brand and reduce costs.

6. **True**

It explains why specialisation and exchange can benefit trading partners.

7. **True**

The home business needs fewer home-currency units to buy foreign currency.

8. **True**

The service may need a different design or a more limited launch area.

9. **True**

Training, standards, and checks build quality into delivery.

10. **False**

Images, symbols, payment methods, and channels can need adaptation too.