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. Translation makes a marketing message localised.
   - ☐ True ☐ False
10. Translation makes a marketing message localised.
    - ☐ True ☐ False

Answers ·

GAC Business

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.