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Multiple choice questions. ... The least demanding targeting strategy in international marketing is: A marketing director for a car manufacturer is given particular responsibility for the Far East markets. ... SMEs' choice for international market selection is often limited to: A marketing director for a condom manufacturer is given particular ...

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Int'l Mktg Syllabus F12 - University of Pittsburgh
BASICS OF MARKETING- 106 MULTIPLE CHOICE QUESTIONS 1. Good marketing is no accident, but a result of careful planning and _____. execution selling strategies research 2. Marketing management is _____. managing the marketing process monitoring the profitability of the company ' s products and services