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| Q1 | **Fill in the Gaps** |
| Many businesses take up the opportunity to sell their products in many different ***­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** to maximise sales and profits. To do this they usually operate a common ***\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** to ensure they can sell their products further afield than just their home country. Global marketing involves a business ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***, ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***, ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** and ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*** its products to a ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***. For a business this will mean having offices in numerous countries, but will also encompass the wider use of the ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***. | |
|  | ***Choose from:*** *internet; promoting; worldwide audience; producing; global marketing strategy; planning; placing; countries* |

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| Q2 | **Define the following terms** | |
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|  | **2.2** Economies of Scale |  |
|  | **2.3** Globalisation |  |
|  | **2.4** Localisation |  |

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| Q3 | | **Match it! Match the key term to its appropriate definition** | | | | | | | | |
| (i) | | Ethnocentric approach | | A | This is known as ‘glocalisation’ which can summarised as ‘think global, act local’. Here the business has the aim of maintaining and promoting its brand, but will adapt and focus its products on the local consumer. | | | | | |
| (ii) | | Polycentric approach | | B | In this approach markets in other countries are seen as similar to their own and, as such, the company makes the assumption that what works in one country will work in the similar country. When using this approach businesses will see little or no need to adapt or change the product offering, for example Sony PlayStation, Apple, Rolls Royce are all companies/products that use this approach. | | | | | |
| (iii) | | Geocentric approach | | C | Businesses using this approach will adapt their product to fit with the local needs of consumers in the markets for which they are aiming to sell. This will involve developing new products to meet these needs specifically. For example McDonalds in Canada offer a McLobster Roll, Tesco launched ‘Fresh and Easy’ in the USA and KFC have localised to meet the needs of its consumers in China. | | | | | |
| **(i)** | |  | | | **(ii)** |  | **(iii)** |  |

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