Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.3 Questions

**Checkpoint Question pg. 101**

What is the difference between exporting and importing?

**Checkpoint Question pg. 102**

Name the 7 marketing functions to be performed in conducting international business.

**Think Critically pg. 103**

1. Why do many companies fail to consider international marketing

when selecting target markets?

2. What are the possible disadvantages of participating in a joint

venture with a business from another country?

3. Why is managing marketing information such an important

`function when marketing in another country?