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### International Marketing Czinkota Exam Questions And Answers

Michael Czinkota teaches international business and trade at Georgetown University's McDonough School of Business and the University of Kent. His key book (with Ilkka Ronkainen) is "International Marketing" (10th ed., CENGAGE).

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Some of the frequently asked exam questions on international marketing are as follows: Q.1. State and discuss the principle underlying international trade. Ans. International trade is a trade among countries or different geographical areas. The earliest trade between countries occurred when they were able to supply one another with goods which they were unable to produce for themselves.

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Special tariff-free areas where there are substantial tax incentives and low prices for land and labour to which the government hopes to attract foreign direct investment are termed

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international marketing on companies? a. International markets can become a source of growth. b. International markets can become a source of profit. c. International markets can produce a quality of life that would not have existed. d. International markets can simplify the process and eliminate complex business decisions.

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Michael R. Czinkota is one of the foremost experts on international business and marketing in the world. His insights and counsel are frequently sought by the media, global companies, and governments all over the world. He is a frequent speaker on issues related to trade, trade policy, and global business strategies.

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