**37.8 Workbook**

**Revision questions**

(30 marks; 30 minutes)

**1** It costs an average of £21 per salesperson visit in India. Calculate the cost of getting a salesperson to visit every one of the 10 million Indian small grocers.

**2** Explain two possible risks to a UK firm of using a glocalisation marketing strategy worldwide.

**3** Explain two possible benefits to a business of a geocentric marketing strategy.

**4** Look at the 1988 quote from Sony. Explain what it means. (3)

**5** Explain the changes that may be needed to turn the Boston Matrix into a tool for assessing global corporate strategy.

**6** Assume that Tesco used Ansoff's Matrix as part of its assessment of the US grocery market. Assess two possible reasons why Tesco's move into America failed anyway.