**Revision questions**

(35 marks; 35 minutes)

1 List five types of promotion where translation errors could occur. (5)

2 Explain two examples of how different cultural norms in a foreign market could make a product you buy in the UK unacceptable. (6)

3 Briefly explain three reasons why poor translation of marketing materials can occur. (6)

4 Explain three consequences of launching a product in a foreign market with an inappropriate brand name. (9)

5 Analyse the benefits of setting up a local marketing office staffed at least partly by locals before entering a new foreign market. (9)