1. What are marketing mix and the four Ps? Please give a real example to explain what marketing mix and the four Ps are. (15%)

2. What are uncontrollable factors in the external environment on the marketing mix? Please give a real example to explain how the external environment affects a firm. (15%)

3. What are five methods of entering the global marketplace? Please explain the risk and return levels for the five methods. (15%)

4. Describe the consumer decision-making process. (15%)

5. What is the market segmentation? Describe five bases for segmenting consumer markets. (15%)

6. What are the factors that affect the consumer decision-making process? (15%)

7. Explain the following marketing terms and give an example of real applications on marketing: (10%)

   (1) Cognitive dissonance

   (2) Cannibalization

   (3) Family life cycle

   (4) Opinion leader

   (5) Positioning