

20 Multiple choice questions

1. the pure and concentrated essence of a substance or idea
 - a. quota
 - b. quintessential
 - c. multinational
 - d. patriotism
2. a way of categorising people by looking at their occupations, income levels or some other marker of status
 - a. pluralistic
 - b. social class
 - c. subculture
 - d. market share
3. a limited quantity of a particular product which under official controls can be produced, exported, or imported
 - a. tariff
 - b. trend
 - c. quota
 - d. clique
4. a large corporation with operations in several countries
 - a. multiculturalism
 - b. pluralistic
 - c. globalisation
 - d. multinational
5. when many different racial and ethnic groups mix into one nation
 - a. multinational
 - b. subculture
 - c. materialism
 - d. multiculturalism
6. a general direction in which something is developing or changing; a fashion
 - a. quota
 - b. tariff
 - c. trend
 - d. clique

7. an approach whereby companies communicate what the business can offer and then assist customers in making their choices
 - a. design by customers
 - b. subculture
 - c. social class
 - d. quintessential
8. a strategic management and marketing strategy to maximise the portion of a market controlled by a particular company or product
 - a. contemporary
 - b. market share
 - c. patriotism
 - d. materialism
9. the existence of a variety of cultural groups within a society
 - a. pluralistic
 - b. materialism
 - c. multiculturalism
 - d. cultural diversity
10. the automatic construction of physical objects using 3D printing or "additive layer manufacturing" technology
 - a. quintessential
 - b. rapid prototyping
 - c. tariff
 - d. patriotism
11. a tax or duty to be paid on a particular class of imports or exports
 - a. tariff
 - b. quota
 - c. trend
 - d. clique
12. a cultural group within a larger culture, often having beliefs or interests at variance with those of the larger culture
 - a. quota
 - b. trend
 - c. subculture
 - d. clique

13. the sequences of stages a new product goes through from introduction to growth, maturity and decline
 - a. product life cycle
 - b. pluralistic
 - c. social class
 - d. clique
14. a small, exclusive group of people
 - a. clique
 - b. trend
 - c. quota
 - d. tariff
15. a tendency to consider material possessions and physical comfort as more important than other values
 - a. egalitarianism
 - b. patriotism
 - c. pluralistic
 - d. materialism
16. an international setting, not just a single country
 - a. egalitarianism
 - b. globalisation
 - c. multinational
 - d. pluralistic
17. the philosophy that all people are equal
 - a. globalisation
 - b. egalitarianism
 - c. patriotism
 - d. materialism
18. a theory that there is more than one basic principle
 - a. materialism
 - b. globalisation
 - c. patriotism
 - d. pluralistic

19. love of and devotion to your country

- a. materialism
- b. egalitarianism
- c. patriotism
- d. pluralistic

20. modern, at the present time

- a. quota
- b. contemporary
- c. patriotism
- d. market share