

Remaining Time: 2 hours, 21 minutes, 35 seconds.

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Question Completion Status:

MRKT-4504D-2-Global Marketing-Summer-SEM-Term-wks-1-thru-11-PT42

Module 6 Midterm Take Test: Midterm - Module 6

# Take Test: Midterm - Module 6

## Test Information

### Description

### Week 3: Global Marketing Strategy: Information Systems, Market Research, and Segmentation

Keegan, W. J., & Green, M. C. (2014). *Global marketing* (8th ed.). Upper Saddle River, NJ: Pearson, Prentice Hall.

- Chapter 6, "Global Information Systems and Market Research" (pp. 166-194)
- Chapter 7, "Segmentation, Targeting, and Positioning" (pp. 198-227)

**Instructions** Please answer each question below and click **Submit** when you have completed the Quiz.

**Timed Test** This test has a time limit of 2 hours and 30 minutes. You will be notified when time expires, and you may continue or submit. Warnings appear when **half the time, 5 minutes, 1 minute, and 30 seconds** remain.

**Multiple Attempts** Not allowed. This test can only be taken once.

**Force Completion** This test can be saved and resumed later. The timer will continue to run if you leave the test.

*Click Save and Submit to save and submit. Click Save All Answers to save all answers.*