

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

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Question Completion Status:

COURSES HELP

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.