Global Marketing Facts

Marketing · Answer Key · 10 Questions

1. Which country is home to the headquarters of the global retail company Walmart?

A) United Kingdom
B) United States
C) Japan
D) Germany

2. In which city is the headquarters of the multinational food company Nestlé located?

A) Paris, France
B) Rome, Italy
C) Vevey, Switzerland
D) Madrid, Spain

3. The Swedish furniture company IKEA first opened its doors in which decade?

A) 1940s
B) 1960s
C) 1980s
D) 2000s

4. Which company, known for its marketing of soft drinks, is headquartered in Atlanta, Georgia?

A) PepsiCo
B) Nestlé
C) The Coca-Cola Company
D) Red Bull

5. Samsung Electronics, a global leader in consumer electronics marketing, is based in which country?

A) South Korea
B) China
C) Taiwan
D) Japan

6. The famous marketing slogan 'Just Do It' belongs to which company headquartered in Oregon, USA?

A) Adidas
B) Puma
C) Nike
D) Reebok

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7. Which company is the largest producer of chocolate in the world by market share, headquartered in Hershey, Pennsylvania?

A) Mars
B) Cadbury
C) The Hershey Company
D) Ferrero

8. Toyota Motor Corporation, which invests heavily in global marketing, is headquartered in which country?

A) South Korea
B) Japan
C) Germany
D) Thailand

9. Volkswagen, a major German automotive brand, has its global headquarters in which city?

A) Berlin
B) Munich
C) Stuttgart
D) Wolfsburg

10. Which technology company, famous for its iPhone marketing, is headquartered in Cupertino, California?

A) Microsoft
B) Google
C) Apple
D) Intel