

Hempstead High School

**MARKETING: Section 4**

## Lesson 6-6 Quiz B

Due Date: **December 28, 2024**

Instructor: **Merrill Kazanjian**

Name: \_\_\_\_\_

Score:  / 100

Question 1

/1

**What factor influenced Mr. K's choice of purchasing a water bottle according to the video?**

- Quality
- Environmental concerns
- Brand loyalty
- Price

Question 2

/1

**Starbucks faced challenges in which country as mentioned in the video?**

- United Kingdom
- Australia
- New Zealand
- Canada

Question 3

/1

**Why was Starbucks unable to succeed in Australia according to the narrator?**

- They had too few locations.
- Their prices were too low.
- They didn't market their products effectively.
- They misunderstood local coffee culture.

Name: \_\_\_\_\_

Question 4

/1

**What was one consequence of Starbucks' rapid expansion in Australia?**

- Opening more stores in major cities
- Accumulating significant financial losses
- Increased profits
- Gaining market share

Question 5

/1

**How much did Starbucks accumulate in losses by 2007 in Australia?**

- 22 million dollars
- 76 million dollars
- 54 million dollars
- 76 million dollars
- 156 million dollars
- 57 million dollars
- 105 million dollars
- 207 million dollars

Name: \_\_\_\_\_

Question 6

/1

**What type of coffee culture is prevalent in Australia?**

- Specialty tea culture
- Instant coffee culture
- Asian style boutique culture
- Fast food coffee culture
- Coffee culture very similar to North America
- Espresso-based café culture

Question 7

/1

**What is one thing that Gloria Jeans does differently from Starbucks?**

- It operates exclusively in urban areas since Australia is mostly desert.
- It focuses only not only on coffee, but also tea drinks; which is important in Australia.
- It has fewer locations but these locations offer delivery.
- It offers a wider variety of espresso drinks.

Question 8

/1

**Why did Starbucks decide to re-enter the Australian market after shutting down many stores?**

- To copy off of Norma Jean's
- To reduce operational costs.
- To appeal exclusively to local Australians.
- To target international tourists.

Name: \_\_\_\_\_

Question 9

/1

**In which year did Starbucks first open its location in Australia?**

- 1998
- 2000
- 2005
- 2008

Question 10

/1

**What lesson did Starbucks learn from its experience in Australia?**

- To focus on drive-thru services
- To target only local consumers
- To avoid expanding too rapidly in new markets
- To lower prices significantly