

# Assessment on the Impact of the Global Market on Consumer Demand

## Question 1: Multiple Choice

*How has the global market influences consumer choices?*

- a) By limiting the range of available products.
- b) By reducing accessibility to international brands.
- c) By diversifying the range of products available to consumers globally.
- d) By focusing on local preferences only.

## Question 2: True or False

*Global distribution networks primarily benefit local businesses and have minimal impact on international trade.*

## Question 3: Short Answer

*Provide an example of how the global market has influenced consumer preferences in your local community.*

## Question 4: Matching

*Match the following supply chain term with its description:*

- a) Globalization
- b) Efficiency
- c) Timeliness

Description:

The optimization of processes to reduce waste and cost.

The interconnectedness of markets and businesses on a global scale.

Ensuring products are delivered promptly and meet consumer expectations for speed.

**Question 5: Essay**

*Discuss the economic considerations that influence consumer decisions in a globalized market. Include examples to support your points.*

**Question 6: Scenario Analysis**

*Imagine a new product is launched globally. How might cultural sensitivity play a crucial role in its success or failure? Provide potential challenges and solutions.*

**Question 7: Reflection**

*Consider the environmental and social responsibility of global businesses. How might this influence your personal consumer choices?*