**Read the text and answer the questions. Choose the best answer to each question.**

**Advertising in a Global Market**

These days we live in a global marketplace. Just look inside your refrigerator. You may have bought all of your food from your local grocery store, but in reality, your bananas came from Costa Rica, your chocolate is from Switzerland, your orange juice might be from South Africa, and your meat might be from Argentina. And your refrigerator may contain the exact same foods as the refrigerator of someone else on the other side of the world. Also, you are probably wearing the same clothing brands as a person on the other side of the world and maybe watching the same TV program. In a global marketplace, consumers all over the world can buy and use the exact same products.

In order to be successful today, companies need to be transnational. They must operate and sell products in many different countries, and their products must compete with products from all over the world. Advertising companies are faced with the challenge of marketing their products to appeal to consumers in many different countries. In some cases, products that are extremely successful in one part of the world do not sell at all in another part of the world. This is often due to failed advertising campaigns. Advertisers must take the time to research each individual country so that they can find out what will be successful in that country and what kind of advertising the people will respond to.

|  |  |  |  |
| --- | --- | --- | --- |
| 1. In a global marketplace, people all over the world \_\_\_\_\_. | | | |
| A. can buy the same products | **B.**  **can work in different countries** | **C.**  **can eat local fruit** | **D.** **can grow the same foods.** |
| 2. A failed advertising campaign might cause products \_\_\_\_\_. | | | |
| A. to taste bad | **B.** **to not be delivered** | **C. to not sell** | **D. to not work** |
| 3. Some \_\_\_\_\_ of clothing are sold in the U.S., Europe, and Asia. | | | |
| A. consumers | **B.** **brands** | **C.** **logos** | **D.**  **formulas** |
| 4. You can buy many of the same products \_\_\_\_\_ you go in the world. | | | |
| A. since | **B.**  **because** | **C.** **where** | **D.** **wherever** |
| 5. \_\_\_\_\_ the global economy, companies have to work harder to compete. | | | |
| A. Since | **B.**  **Unless** | **C.**  **Because of** | **D.**  **In case** |