Answers and instructions

TNCs quiz

This quiz (available to download separately from this issue of GeographyReview Online) is marked out of 14. It could be used:

- as a quick review
- before teaching TNCs to see what students already know
- as a quick team quiz, for fun but also as a way of opening up a discussion on TNCs

The answers are provided below along with some additional information designed to promote further discussion in the classroom.

Answers

1. The correct answer is (b) it operates in more than one country. An example is Tesco, which operates stores in 14 countries worldwide.

2. The correct answers are:
   - Santander is a Spanish based company (tertiary — banking)
   - Chevron is US based (primary — oil)
   - Lenovo is Chinese (secondary — computers)
   - Ernst & Young is UK and US based (tertiary — accounting and business services)
   - TUI is German (tertiary — tourism)
   - Rio Tinto is UK/Australia based (primary — mining)

3. The correct answer is (c) the USA, based on the 2012 Fortune Global 500 list. The USA had 132 of the world's 500 largest companies, China 73, Japan 68, France and Germany 32 each and the UK 26. Ten years ago, China had 11 companies in the 2002 list.

4. The correct answer is (b) glocalisation.

One of the best examples is McDonald’s, which serves very different menus in different countries based on tastes and cultural sensibilities. You can look at menus online at:

- Israel: [http://www.mcdonalds.co.il/](http://www.mcdonalds.co.il/)
- India: [http://www.mcdonaldsindia.com/](http://www.mcdonaldsindia.com/)
- Canada: http://www.mcdonalds.ca/
- Russia: [http://www.mcdonalds.ru/](http://www.mcdonalds.ru/) (not in English)
5  Tesco Lotus is in Thailand  
    Fresh and Easy is in the USA (but in late 2012, Tesco decided to pull out of the USA)  
    Tesco Kipa is in Turkey

6  The correct answer is (c) 2.2 million employees. This is equivalent to the entire population of Greater Manchester.

7  The correct answer is (d) $480 billion. The company’s profits on this revenue were $73 billion before tax.

To put this in context, Exxon-Mobil would be the 25th biggest country economy in the world if its revenue were GDP, just smaller than Norway but a little larger than Argentina. Its pre-tax profits would make it the 62nd largest country in the world, not far behind Slovakia in 61st place.