Activity

TNCs quiz

This quiz is designed for students to test their knowledge. Answers are available to download as a separate document from this issue of GeographyReview Online.

1. What is the defining characteristic of a TNC? (1 mark)
   (a) It has a very large workforce of 10,000s
   (b) It operates in more than one country
   (c) It has publically traded shares
   (d) It manufactures goods

2. Which economic sector do these TNCs mainly operate within? (6 marks)

<table>
<thead>
<tr>
<th>TNC</th>
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<tbody>
<tr>
<td>Santander</td>
</tr>
<tr>
<td>Chevron</td>
</tr>
<tr>
<td>Lenovo</td>
</tr>
<tr>
<td>Ernst &amp; Young</td>
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<tr>
<td>TUI</td>
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<tr>
<td>Rio Tinto</td>
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</tbody>
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3. Which country is home to the largest number of the world’s 500 biggest TNCs? (1 mark)
   (a) China
   (b) Japan
   (c) USA
   (d) Germany

4. TNCs operate worldwide, but often slightly change their marketing and products to suit the different markets they operate in. What is this process of adapting to local markets called? (1 mark)
   (a) Globalisation
   (b) Glocalisation
   (c) Gentrification
   (d) Glomarketisation
5) Tesco is a major TNC with local brands. Draw in arrows to match the countries with the local brands. (3 marks)

<table>
<thead>
<tr>
<th>Tesco Lotus</th>
<th>USA</th>
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<tbody>
<tr>
<td>Fresh and Easy</td>
<td>Turkey</td>
</tr>
<tr>
<td>Tesco Kipa</td>
<td>Thailand</td>
</tr>
</tbody>
</table>

6) By number of employees, Walmart is the world’s biggest TNC. How many people does it employ worldwide? (1 mark)

(a) 222,000  
(b) 1,200,000  
(c) 2,200,000  
(d) 800,000

7) In 2011, the world’s largest company by revenue (sales/income) was Exxon-Mobil, the US based oil company. How much were its total sales in that year worth? (1 mark)

(a) $48 billion  
(b) $4800 million  
(c) $4.8 billion  
(d) $480 billion