Assignment 8

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

1. The structural barriers to global e-commerce are:
   - language barriers
   - cultural barriers
   - infrastructure
   - all of the above

   - or, the answer to incorrectly.
   - Accepted Answers:
     - all of the above

2. In the area of global e-marketing, the Internet offers huge benefits to companies that may be interested in setting their products worldwide. The two benefits include:
   - cost-efficiency, saving and accessibility
   - cost-efficiency, saving and increased functionality
   - cost-efficiency, saving and high-quality images

   - or, the answer to incorrectly.
   - Accepted Answers:
     - cost-efficiency, saving and accessibility

3. Marketing of services differs from tangible goods in four areas:
   - immaterial, intangibility, heterogeneity, and perishability
   - intangibility, high perishability, and immateriality
   - intangibility, immateriality, and perishability

   - or, the answer to incorrectly.
   - Accepted Answers:
     - intangibility, intangibility, heterogeneity and perishability

4. To deal with cost transparency issues in e-commerce, companies can use methods such as:
   - cutting prices in high price countries
   - localizing the products
   - refusal to handle orders from overseas
   - all of the above methods can be used

   - or, the answer to incorrectly.
   - Accepted Answers:
     - all of the above methods can be used

5. Check and mortar retailers are defined as:
   - those large retail chains trying to compete by pursuing no Web site presence
   - those large retail chains trying to compete by going international
   - those large retail chains trying to compete by setting up a Web site presence

   - or, the answer to incorrectly.
   - Accepted Answers:
     - those large retail chains trying to compete by setting up a Web site presence

6. A bottom-up planning approach starts with the __________ subsidiaries.
   - local
   - global
   - international
   - manufacturing

   - or, the answer to incorrectly.
   - Accepted Answers:
     - global

7. All of the following are examples of the principal designs that firms can adopt to organize their global activities EXCEPT:
   - an international division
   - a legal structure
   - a product based structure
   - a geographic structure

   - or, the answer to incorrectly.
   - Accepted Answers:
     - a geographic structure

8. Flexibility, symbols, and icons represent which of the following barrier?
   - language barrier
   - cultural barriers
   - infrastructure
   - cultural barriers

   - or, the answer to incorrectly.
   - Accepted Answers:
     - cultural barriers

9. A company that plans to become a global business entity may need to __________ its Web sites in order to communicate with the customers in their native language.
   - internationalization
   - localization
   - globalization
   - translation

   - or, the answer to incorrectly.
   - Accepted Answers:
     - localization

10. Companies that wish to make their Web sites international by translating the information and content into other languages have two alternatives that 1 point may be included:
    - use a form or a tool to do the translation
    - use a software having the translation function
    - use very English
    - copyright & b.

   - or, the answer to incorrectly.
   - Accepted Answers:
     - copyright & b.