

Unit 9 - Week 8

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

● Planning, Organization and Control of Global Marketing Operations Part 2

● Marketing in Emerging Markets Part 1

○ Marketing in Emerging Markets Part 2

● Global Marketing and the Internet Part 1

● Global Marketing and the Internet Part 2

○ Quiz : Assignment 8

Text Transcripts

DOWNLOAD VIDEOS

FEEDBACK

Assignment 8

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

Due on 2020-04-22, 23:59 IST.

1) The structural barriers to global e-commerce are:

1 point

- language barriers
- cultural barriers
- infrastructure
- all of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
all of the above

2) In the area of global marketing, the Internet offers two major benefits to companies that may be interested in selling their products worldwide. The two benefits include:

1 point

- cost/efficiency savings and accessibility (connectivity)
- cost/efficiency savings and brand image
- cost/efficiency savings and product standardization
- cost/efficiency savings and high quality intelligence

No, the answer is incorrect.
Score: 0

Accepted Answers:
cost/efficiency savings and accessibility (connectivity)

3) Marketing of services differs from tangible goods in four areas:

1 point

- intangibility, simultaneity, heterogeneity and perishability
- intangibility, simultaneity, heterogeneity and collectivity
- intangibility, simultaneity, heterogeneity and connectivity
- intangibility, simultaneity, heterogeneity and believability

No, the answer is incorrect.
Score: 0

Accepted Answers:
intangibility, simultaneity, heterogeneity and perishability

4) To deal with cost transparency issues in Internet marketing, companies can use methods such as:

1 point

- cutting prices in high-price countries
- localizing the products
- refusal to handle orders from overseas
- all of the above methods can be used

No, the answer is incorrect.
Score: 0

Accepted Answers:
all of the above methods can be used

5) Click-and-mortar retailers are defined as:

1 point

- 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 hiring Web specialists
- those large retail chains trying to compete by setting up a Web site presence

No, the answer is incorrect.
Score: 0

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.

1 point

- local
- global
- transnational
- manufacturing

No, the answer is incorrect.
Score: 0

Accepted Answers:
local

7) All of the following are examples of the principal designs that firms can adopt to organize their global activities EXCEPT:

1 point

- an international division.
- a city division.
- a product-based structure.
- a geographic structure.

No, the answer is incorrect.
Score: 0

Accepted Answers:
a city division.

8) Patriotism, symbols and norms represent which of the following barriers?

1 point

- language barriers.
- knowledge barriers.
- infrastructure.
- cultural barriers.

No, the answer is incorrect.
Score: 0

Accepted Answers:
cultural barriers.

9) A company that plans to become a global e-business player may need to _____ its Web sites in order to communicate with the customers in their native language.

1 point

- internationalize
- modernize
- generalize
- localize

No, the answer is incorrect.
Score: 0

Accepted Answers:
localize

10) Companies that wish to make their Web sites international by translating the information and content into other languages have two alternatives that may include:

1 point

- hire a firm or a person doing the translation.
- use a software having the translation function.
- use only English.
- options a & b.

No, the answer is incorrect.
Score: 0

Accepted Answers:
options a & b.