

## Chapter09

### True/False

Indicate whether the statement is true or false.

- \_\_\_ 1. One hundred of the 500 largest Canadian companies have majority U.S. ownership, and 90 percent of U.S. multinational companies have Canadian offices.
- \_\_\_ 2. Japanese companies own whole U.S. subsidiaries in every imaginable industry.
- \_\_\_ 3. The ratio of non-English speaking to English speaking internet users has steadily shrunk over the years.
- \_\_\_ 4. The spread of Internet use opens enormous opportunities for businesses, primarily in a few special-needs regions of the world.
- \_\_\_ 5. Organizations that wish to do business globally through their Web sites must be sensitive to local audiences.
- \_\_\_ 6. Acting locally means being sensitive to regional customs and language nuances.
- \_\_\_ 7. A product, in whose design and production the company holds a competitive advantage, should be packaged and advertised with the same motifs in all the company's branches.
- \_\_\_ 8. Eight-bit bytes are not sufficient for languages with larger numbers of characters, such as Chinese.
- \_\_\_ 9. Countries have different regulations on what may or may not be imported and which tariff applies to which imported product.
- \_\_\_ 10. In Japan, about 89 percent of transactions involve credit cards, and most Japanese have adopted the use of credit cards for online purchases.
- \_\_\_ 11. Companies that are in the forefront of Web-based e-commerce maintain their original Web sites in the *de facto* international language, English.
- \_\_\_ 12. Several companies, such as TRADOS Inc., offer translation software and services to companies involved in global commerce.
- \_\_\_ 13. Web designers need to be sensitive to cultural differences.
- \_\_\_ 14. Strong encryption methods are on the U.S. federal government's list of restricted exports because, like weapons, they could compromise America's national security.
- \_\_\_ 15. Countries welcome a policy of free access to information as a means to reaffirm their sovereignty.
- \_\_\_ 16. Companies must be aware of limits that some governments impose on Internet use.
- \_\_\_ 17. The United States uses a 12-hour time notation with the addition of a.m. or p.m., while other parts of the world use a 24-hour notation, called "military time" in the United States.

- \_\_\_ 18. GTINs should be modified to support global supply chains.
- \_\_\_ 19. The fact that countries have different laws has little impact on global business in general, and on e-commerce in particular.
- \_\_\_ 20. In November 2000, the European Union (EU) passed a law that lets consumers file lawsuits against an online business in the country of the online business.

### Multiple Choice

*Identify the choice that best completes the statement or answers the question.*

- \_\_\_ 21. Because of \_\_\_\_, a company's nationality is not always obvious.
- a. their dispersed operations
  - b. the official language they use
  - c. the type of operations
  - d. the quality of their products
- \_\_\_ 22. The emergence of the Web as a global medium for information exchange has made it an important vehicle for both business-to-business (B2B) and \_\_\_\_.
- a. n-commerce
  - b. business-to-consumer (B2C) commerce
  - c. d-commerce
  - d. business-to-carrier (B2C) commerce
- \_\_\_ 23. Over \_\_\_\_% of the people who regularly logged on to the Internet in 2007 come from non-English-speaking countries.
- a. 20
  - b. 35
  - c. 70
  - d. 85
- \_\_\_ 24. Organizations must plan and carefully design their global sites so that they also cater to local needs and preferences, a process sometimes called \_\_\_\_.
- a. globalization
  - b. localization
  - c. socialization
  - d. glocalization
- \_\_\_ 25. Marketing experts often advise companies that operate internationally to “\_\_\_\_.”
- a. think big, act small
  - b. think there, act here
  - c. think locally, act globally
  - d. think globally, act locally
- \_\_\_ 26. The \_\_\_\_ available in some countries is too narrow for high-volume transmission of graphically and animation-rich Web pages.
- a. wavelength
  - b. infrared technology
  - c. bandwidth
  - d. widelane
- \_\_\_ 27. Companies might offer two versions of their sites, one for wide bandwidth and another for \_\_\_\_.
- a. weak bandwidth
  - b. narrow bandwidth
  - c. short wave
  - d. wide frequency
- \_\_\_ 28. As computers convert to operating systems that support \_\_\_\_, displaying different character sets should be less of a problem.
- a. Unicode
  - b. EBCDIC code
  - c. ASCII code
  - d. Octocode
- \_\_\_ 29. Companies such as \_\_\_\_ help exporters and importers who use the Web for commerce.
- a. NextLinx
  - b. NewLinux
  - c. NextLinux
  - d. NetLinx

- \_\_\_ 30. Most Europeans prefer to use \_\_\_ rather than credit cards.
- a. paypal
  - b. euopal
  - c. debit cards
  - d. account credits
- \_\_\_ 31. In Japan, many people who order merchandise online prefer to pick it up at \_\_\_ called “konbini,” and pay there for what they purchased.
- a. dealers’s warehouses
  - b. convenience stores
  - c. centralized markets
  - d. post offices
- \_\_\_ 32. \_\_\_ is a tool used to translate MS-Word documents to multiple languages.
- a. Word&lang
  - b. Superfast
  - c. ABC TransWord
  - d. Wordfast
- \_\_\_ 33. The recent trend in less rich countries is to adopt free \_\_\_ software to avoid high costs.
- a. time sharing
  - b. open source
  - c. close source
  - d. open sharing
- \_\_\_ 34. Differences in \_\_\_ must be considered when integrating ISs internationally, even within the same company.
- a. standards
  - b. computer brands
  - c. programming languages
  - d. storage availability
- \_\_\_ 35. The United States still uses the English system of length and weight measures (inches, feet, miles, quarts, pounds, and so on), while the rest of the world (including England) officially uses the \_\_\_ (centimeters, meters, liters, kilograms, and the like).
- a. metric system
  - b. digital system
  - c. kilo system
  - d. centric system
- \_\_\_ 36. The United States uses Fahrenheit temperatures, while other countries use \_\_\_ temperatures.
- a. metric
  - b. Kelvin
  - c. Rankin
  - d. Celsius
- \_\_\_ 37. Corporations in \_\_\_ have grown accustomed to adapting their systems to those of the EU.
- a. EU countries
  - b. Germany
  - c. non-EU countries
  - d. France
- \_\_\_ 38. The additional bar in the \_\_\_ identifies the product’s country of origin.
- a. UPC bar code
  - b. E-com bar code
  - c. Unicode bar code
  - d. EAN bar code
- \_\_\_ 39. To countries that have been subjected to a ruthless occupation, \_\_\_ is less important than preventing offenses.
- a. free trade
  - b. free speech
  - c. free commerce
  - d. free software
- \_\_\_ 40. By the \_\_\_ principle, all legal matters are confined to the country from which the site operates.
- a. country-of-destination
  - b. first country
  - c. country-of-origin
  - d. initial country
- \_\_\_ 41. \_\_\_ is an international organization that monitors governments and commercial organizations around the world for violations of privacy.
- a. Universal Privacy(UP)
  - b. Privacy International (PI)
  - c. Amnesty International (AI)
  - d. Universal Amnesty
- \_\_\_ 42. The European Union (EU) enforces a privacy law called the \_\_\_.

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|--|------------------------------|--------------------------|
|  | a. Directive on Data Privacy | c. Privacy International |
|  | b. Pretty Good Privacy       | d. Amnesty International |
- \_\_\_ 43. American companies are very busy collecting, buying, and selling personal data for \_\_\_ and marketing purposes.
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|--------------------|---------------------------|
| a. decision-making | c. storage quantification |
| b. sale forces     | d. distribution maps      |
- \_\_\_ 44. Business leaders on both continents hope that a way can be found to bridge the gap between the two approaches to \_\_\_, but it seems that a legal solution will not come before a change in culture.
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|------------------|-------------------------|
| a. human privacy | c. information security |
| b. data privacy  | d. data security        |
- \_\_\_ 45. The lessons of Yahoo!, eBay, and other online pioneers prompted many companies to employ \_\_\_ experts before they start business in a new jurisdiction.
- |                     |                    |
|---------------------|--------------------|
| a. planned research | c. legal research  |
| b. local research   | d. market research |
- \_\_\_ 46. Different \_\_\_ must be considered by all organizations that do business in multiple countries.
- |                       |                   |
|-----------------------|-------------------|
| a. ages               | c. software tools |
| b. medical situations | d. time zones     |
- \_\_\_ 47. In their global supply chain management systems, managers must be aware of what might seem to be incorrect \_\_\_ in shipments and payment records.
- |                  |                  |
|------------------|------------------|
| a. time stamping | c. stamps limits |
| b. food stamping | d. border limits |

### Completion

*Complete each statement.*

48. Thanks to the \_\_\_\_\_ and agreements between the United States and the European Union, we might witness the internationalization of many more American, Canadian, Mexican, and European corporations.
49. Multinational corporations must use \_\_\_\_\_, which are systems that serve organizations and individuals in multiple countries.
50. \_\_\_\_\_ is a combination of universal business models and management philosophy with some adaptations for local audiences.
51. Thinking \_\_\_\_\_ and acting locally might sound like contradictory ideas, but they are not.
52. While the Web offers tremendous opportunities for establishing international ISs, global ISs are not without their challenges, both for B2B and \_\_\_\_\_ commerce.
53. Often, companies use \_\_\_\_\_ Web site, but provide the same content in both graphically rich and text-only pages, or the same video for download at different speeds.
54. Many Web sites still offer forms that limit telephone numbers to \_\_\_\_\_ digits and do not accept shorter or longer numbers even when they are meant for audiences outside the United States and Canada.

55. Postal codes are organized differently in different countries and are not called zip codes, and yet some U.S. sites are still designed with only a five-digit (or extended nine-digit) postal code \_\_\_\_\_.
56. A hurdle is that national laws usually forbid businesses to run \_\_\_\_\_ and other systems in a foreign language.
57. \_\_\_\_\_ refer in general to the many ways in which people from different countries vary in their tastes, gestures, preferred colors, treatment of people of certain gender or age, attitudes about work, opinions about different ethical issues, and the like.
58. National governments in South America as well as local governments in Asia and Europe have adopted policies of using only \_\_\_\_\_ software whenever it is available.
59. Because nations use different \_\_\_\_\_ and rules in their daily business operations, sometimes records within one company are incompatible.
60. There are different \_\_\_\_\_ for communicating dates, times, temperatures, and addresses.
61. In 1976, Europeans adopted the 13-digit European Article Number (EAN), while American companies used the 12-digit \_\_\_\_\_.
62. The UCC is trying to expand product codes to 14-digit \_\_\_\_\_.
63. Under the \_\_\_\_\_ arrangement, claims of European citizens against U.S. companies regarding privacy are heard (with some exceptions) in the United States.
64. Companies that operate in many global regions, especially multinational corporations, must craft policies for the work of both their employees and \_\_\_\_\_.