

U4.09 - Print & Cut Flashcards

Cut along the card edges. Each card shows the key term on top and the answer underneath.

CARD 1

What is technology in global business?

Digital tools, systems, platforms and software used to communicate, sell, manage operations and protect data.

CARD 2

How can e-commerce benefit global expansion?

It allows businesses to reach global customers without immediately opening physical stores overseas.

CARD 3

What challenge does e-commerce create for global businesses?

Businesses must manage payments, shipping, returns, customer service, local laws and online competition.

CARD 4

What are security issues in e-commerce?

Risks such as hacking, payment fraud, phishing, malware, ransomware and stolen business data.

CARD 5

What are privacy issues in e-commerce?

Risks linked to collecting, storing, using and sharing customer personal information.

CARD 6

How can a business reduce cybersecurity risk?

By using multi-factor authentication, encryption, updates, backups, staff training and cyber incident plans.

CARD 7

How can a business reduce privacy risk?

By using clear privacy policies, data minimisation, consent, access controls and breach response processes.

CARD 8

How can security and privacy issues impact operations?

They can increase costs and compliance requirements, but help protect customer trust and business reputation.

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CARD 9

What is one limitation of relying on technology globally?

Businesses may face cyber risk, privacy obligations, platform dependence, technical failures and stronger digital competition.