

U4.17 - Print & Cut Flashcards

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

CARD 1

What are the three areas of technology in this dotpoint?

Distribution of products, e-commerce and social media campaigns.

CARD 2

Identify four technologies used in global distribution.

Examples include GPS tracking, RFID, barcodes and scanners, Warehouse Management Systems, Transport Management Systems, AI forecasting and warehouse robots.

CARD 3

What are the main benefits of technology in global distribution?

Greater speed, traceability, inventory accuracy, reliability, communication and faster responses to delays or stock problems.

CARD 4

What are the main limitations of technology in global distribution?

High implementation costs, incompatible systems, poor data quality, cyber risks, outages and training requirements.

CARD 5

Identify four technologies used in global e-commerce.

Examples include localisation and translation, geolocation, multi-currency pricing, payment gateways, integrated order systems and analytics.

CARD 6

What are the main benefits of technology in global e-commerce?

A more localised customer experience, fewer language and currency barriers, easier checkout, better fulfilment and stronger customer data.

CARD 7

What are the main limitations of technology in global e-commerce?

Software and transaction costs, incorrect localisation, country restrictions, freight or returns issues, and security or privacy risks.

CARD 8

Identify four technologies used in global social media campaigns.

Examples include targeted advertising, custom and lookalike audiences, creator tools, algorithms, scheduling software, analytics and social listening.

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CARD 9

What are the main benefits of social media technology in global markets?

Large international reach, better targeting, stronger engagement, measurable results and immediate customer feedback.

CARD 10

What are the main limitations of social media technology in global markets?

Different platform preferences, cultural mismatch, algorithm changes, rising advertising costs, negative comments and privacy requirements.