

Section Answer Keys

Chapter 9 Technology for Marketing

Section 9.1 Computer Applications

Review Key Concepts

1. Answers will vary depending on the information being shared. For example, if you wanted to present the features of a communications device, such as a cell phone, you could use a desktop publishing program to create a document that includes a photo of the phone and then use a graphics program to label its components. You could place text describing the phone's features at the bottom of the document. Presentation software could be used to present information in a variety of formats, including bulleted lists, demonstrations in the form of short video clips, and charts and graphs that visually explain numeric data.
2. A database program stores and organizes information. In a business that gathers a large amount of information, such a program greatly increases both the speed and accuracy of information retrieval. The software allows data to be retrieved according to a wide variety of criteria, which is extremely useful in analyzing sales trends, preparing targeted marketing campaigns, and so on.
3. The business might be using outdated, incomplete, and inaccurate information to make marketing decisions. It would not be able to keep up with other companies when servicing its customers. For example, its Web site might be poorly designed and not provide all the features customers expect when making buying decisions.

Practice Academics

English Language Arts

4. For example, when marketing the latest smart phones, a company might use Facebook and Twitter to allow current users to share their experiences with the phones.

Mathematics

5. $49.95 + (45.95 \times 12) = 649.35$; $79.95 + (29.95 \times 12) = 439.35$; $649.35 - 439.35 = 210$