Chapter 9 Technology for Marketing

Section 9.2 Technology and Marketing

Review Key Concepts

1. Point-of-sale systems perform the functions of a cash register in addition to performing other tasks, such as updating inventories. Integrated marketing software simplifies keeping track of customers' sales histories, customizing promotions, and allowing customers to place orders online. Interactive touch-screen computers are used in retail stores and stand-alone kiosks and allow customers to interact with the computer system by touching onscreen words or images. Interactive TV uses software, hardware, and satellite technology to allow the television to function as a computer. This capability can provide features such as allowing customers to use the TV's remote control to make shopping channel purchases.

2. The World Wide Web is part of the Internet. The Internet has additional components, such as e-mail, which allow companies to efficiently communicate with vendors and customers. The Web provides interactivity that allows customers to make online purchases and search for needed information. Web sites can integrate graphics and video to enhance the shopping experience. All of these capabilities make the Web ideal for e-commerce.

3. Data is one of the most valuable assets a company has. A loss of data can cause a business to fail because of loss of records such as customer files, past sales information, and employee data. Files must be protected against accidental corruption and malicious forces such as viruses and worms.

Practice Academics

English Language Arts

4. The e-mail might request information such as the printer's wholesale price or whether it can automatically print two-sided documents.

Mathematics

5. 17% (364,840/2,168,760 = 0.168, which rounds to 17%).