Description

please answer the following questions, one page and at least one reference for each question. (250-300 words for each question)
please separate the citation and answer, like:
question 5
answer 5
citation 5
question 6
answer 6
citation 6
question 7
answer 7
citation 7
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5. What are the major barriers to international trade? Explain how government policies can either restrict or stimulate global marketing.

6. Your boss has just asked you, the company purchasing manager, to buy new computers for an entire department. Since you have just recently purchased a new home computer, you are well educated about the various products available. How will your buying process for the company differ from your recent purchase for yourself?

7. A colleague of yours has sent you an email seeking your advice as he attempts to sell a new voice-mail system to a local business. Send him a return email describing the various people who might influence the customer’s buying decision. Be sure to include suggestions for dealing with the needs of each.

8. Your family runs a specialty ice cream parlour, Graeter’s, that manufactures its own ice cream in small batches and sells it only in 500 mL containers. Recently, someone not affiliated with the company sent three litres of your ice cream to Ellen DeGeneres, who proclaimed on her TV show that it was the best ice cream she had ever eaten. Immediately after her broadcast, orders came flooding in, overwhelming your small-batch production schedule and your rudimentary distribution system. The company’s shipping manager thinks she can handle it, but you disagree. List the reasons why you need to restructure your supply chain.

9. Explain the concept of data mining. Provide five examples of companies that are currently using data mining and explain why each is using it.

10. Mercedes is thinking about advertising its cars to university students. Do you think that university students are a viable potential market for Mercedes? Why or why not?