

Questions and Answers

Student's Name

Institution



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1

In the digital market, it is difficult to sustain or initiate effective communication that is open for business and its teams. The purpose of communication in marketing is to provide an ease in business transactions. There needs to be an effective open communication for these actors so as to ensure that there is a smooth flow in the market. For various situations, the idea has been unattainable resulting from selfish interests from either party.

2

Before the start of the year 2017, majority of the world will be enjoying the services in 3G internet services through their mobiles and another half enjoying 4G networks. For instance, Sony Ericsson Company claims that almost 3 billion mobile users will form a data traffic that is fifteen times that of today. These brands are invited depending on the marketers understanding of the needs and wants of the consumer in an environment that is considered to be mobile.

3

The search engine "Google" is the most influential internet site that gives information and business news, has an almost monopolistic position in Europe. The European Commission, which delegated power to regulate antitrust concerns among the 27 nations in 2010, investigating the facts of unfair competition regulation Google. It pointed out that in some cases it investigated the company's trails to redirect users to the material, favorable to the company.

4

Monopoly is a condition of the commodity market in which to meet the demand in this market is efficient in the absence of competition due to the technological features of production and goods produced by natural monopolies. This kind of product markets require special government regulation aimed at balancing the interests of consumers and natural monopolies, which provides, on the one hand, the availability of natural monopolies implemented goods to consumers, and, on the other hand - the effective functioning of natural monopolies themselves.