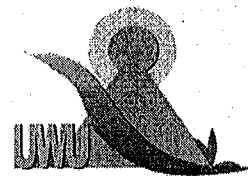




Uva Wellassa University, Sri Lanka  
Faculty of Science and Technology  
First Semester Examination March/April 2013  
CST 421-2 Software Localization



**Uva Wellassa  
University**

Time Allowed: Two (2) Hours.  
Answer all questions.  
Total mark: 40

- 1) You have just returned from the planet X11F087G<sub>0</sub>, where life and an alien civilization had been recently found. (20 mark)
  - a. What kind of creatures the inhabitants of the X11F087G<sub>0</sub> are? Tell us about their life. What are their languages and cultures like?
  - b. What is the potential of selling software produced on Earth to the X11F087G<sub>0</sub>-ians?
  - c. Which software localization strategy and translation option should we choose for customizing our products in X11F087G<sub>0</sub>? Please explain your answer.
  - d. Which specific thing should we consider when localization software for X11F087G<sub>0</sub>?
  - e. Now, as life on other planet has been discovered, what will be the challenges of moving from globalization, which is conceptualization of a product for the whole world, to Universalization-designing a product for the whole Universe? Give us advice how to shift from thinking internationally to thinking intergalactically.
- 2) It is known that the Levenshtein distance is not a good similarity metrics. (4 mark)
  - a. Suggest a better similarity metrics.
  - b. Explain why your metrics is better than the Levenshtein distance.
- 3) Outline the most usual misconceptions about software localization that business executives tend to have.
  - a. What can these misconceptions result in? (4 mark)
- 4) What are the key-points in localizing a web site? (4 mark)
- 5) The research of G. Sadek & M. Zhukov on text expansion in different languages was not good. (4 mark)
  - a. What issues are critical about their research? Why their results cannot be considered reliable?
  - b. Suggest a better research idea or strategy to find out how text expand/ contracts when translating from one language into another.
- 6) Describe the following terms in your own words. (4 mark)
  - a. Globalization
  - b. Internationalization
  - c. Localization
  - d. Translation