

1. **Introduction** (10%)  
This assignment is designed to assess your understanding of the concepts of the course, and your ability to apply them to a real-world scenario. The assignment is divided into two parts: a theoretical part and a practical part. The theoretical part consists of a series of questions that test your knowledge of the concepts of the course. The practical part consists of a case study that you are required to analyze and discuss. The assignment is worth a total of 10% of your final grade.

2. **Theoretical Questions** (5%)  
The theoretical part of the assignment consists of a series of questions that test your knowledge of the concepts of the course. The questions are as follows:  
a. What is the difference between a **strong** and a **weak** argument?  
b. What is the difference between a **valid** and an **invalid** argument?  
c. What is the difference between a **sound** and an **unsound** argument?  
d. What is the difference between a **deductive** and an **inductive** argument?  
e. What is the difference between a **qualitative** and a **quantitative** argument?

3. **Practical Case Study** (5%)  
The practical part of the assignment consists of a case study that you are required to analyze and discuss. The case study is as follows:  
A company is considering whether to launch a new product. The product is a new type of smartphone. The company has conducted a market survey and has found that there is a strong demand for the product. However, the company is also aware that there is a high level of competition in the market. The company is therefore faced with the decision of whether to launch the product or not. You are required to analyze the case study and discuss the company's decision. You should consider the strengths and weaknesses of the product, the market conditions, and the company's resources. You should also consider the potential risks and benefits of launching the product. Finally, you should provide a recommendation to the company based on your analysis.