

02 Quiz 1

Direction: Select two (2) possible answers and justify them in at least three (3) sentences. **(3 items x 5 points)**

1. Should a startup IT service company invest in the marketplace as soon as they launch?
 - A. Yes, it will only help them grow faster.
 - B. Yes, but make sure to limit registrations to existing users.
 - C. No, but they could promise a website to their new customers.
 - D. No, it is too soon for the company.

2. An internet service provider received major positive feedback based on their online survey. Should they trust this feedback?
 - A. Yes, and keep the service as it is.
 - B. Yes, but compare it to other feedback channels first.
 - C. No, it is not reliable.
 - D. No, but send an appreciation email.

3. A well-established IT solution company insisted on keeping its traditional business operations and transactions. Is this the right choice?
 - A. Yes, if nothing is broken, do not fix it.
 - B. Yes, it does not alienate loyal customers.
 - C. No, there are more opportunities in the marketplace.
 - D. No, they are outdating themselves.

GRADING RUBRIC:

Performance Standards	Points
The explanation is reasonable.	5
The explanation lacked justification.	3
The explanation is incoherent.	2