This is individual mid-term exam.

Question 1: Why does Pinterest view Google as its primary competitor? (10 Points)

Question 2: What is e-commerce? How does it differ from e-business? Where does it intersect with e-business? (15 Points)

Question 3: What is information asymmetry? (5 Points)

Question 4: What are some of the unique features of e-commerce technology? (10 Points)

Question 5: Would you say that Amazon and eBay are direct or indirect competitors? (You may have to visit the websites or apps to answer.) (20 Points)

Question 6: What are some of the major limitations of today’s Internet? (10 Points)

Question 7: What are five generic business strategies for achieving a profitable business? (20 Points)

Question 8: What is the difference between a market opportunity and a marketspace? (10 Points)