Mid Term Assignment

Instructions

1. Your Mid-Term is due on October 24 at 11 59 am.
2. All assignments must be loaded to blackboard by the deadline.
3. If you MISS your time or are absent without any prior communications, it is assumed that you are skipping the mid-term
4. Your must answer ALL the questions below.
5. You are permitted to utilize external references.
6. In total, I expect your responses to 300 words PER question.

Analysis Questions

In preparation for the assignment, you must watch the following video from Dragon’s Den. The video features 3 pitches for investment. The questions below extend from the video and your analysis must reflect on our notes from lecture.

1. In Pitch 1, the members of Wiz of Biz began their pitch with a “fun” magician-like simulation. Do you think this was an effective use of non-verbal cues?
2. In Pitch 1, the members of the Wiz of Biz team did not demonstrate the actual platform that they have built. Did this hurt their pitch? Reflect from the perspective of the theme “Medium is the Message”.
3. In Pitch 2, the presenter was playing on the idea of greeting cards and its value in society. Do you think personalized greeting cards have a value in society?
4. Between Pitches 1 and 2, which team do you think is communicating more effectively? Although both products did not bag investments, did one team do a better job than the other?
5. In Pitch 3, the Dragons are enjoying the chat and are laughing with the presenter. In your perspective, does humor impact communication practices?