

Assignment # 2

E-Commerce



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**Question 1: Why might people buy the penny stocks promoted in an e-mail message from an unknown source?**

**Answer:**

Penny Stocks generally target to that people who are impatient to get rich faster. The majority of victims are those investors who don’t understand what is really going on with their penny stocks. These factors make penny stock more trustable and user friendly:

* **LOW PRICED:** If a promoter can push the shares from one-tenth of a cent to two-tenths, they theoretically have doubled their money.
* **Thinly traded:** When very few shares are being sold, any significant purchase may push the stock to much higher levels.
* **Appear legitimate:** Because penny stocks have a listing on a stock market, many investors assume that they must be legitimate and high-quality companies.
* **Excitement:** For anyone who has made 5% on an investment in a year, they understand the excitement which comes with the big profit and losses among penny stocks
* **Speed:** Not all penny stocks move quickly in price, but the ones which do can typically make their big price moves within days, not years.

**Question 2: Use Google or Bing to find out what can be done to better filter spam.**

* When you find spam in your inbox, don’t just delete it. Select it and tell your mail client that this message is spam. How you do this depends on your client.
* If you recognize something as spam before you open it, don’t open it. If you open it and then realize it’s spam, close it. Do not click a link or a button, or download a file, from a message that you even remotely suspect is spam.
* The more people who have your email address, the more spam you’re going to get. So, keep your address private. Don’t publish it on every website and use a different address for that purpose.