

## Problem 1

### Answer:

- ▷ Market for ink cartridges may be unattractive.
- ▷ Lack of competencies which are required for the production.
- ▷ Prospective customers might be put off by your dominant position.

## Problem 2

### Answer:

- ▷ >

## Problem 3

### Answer:

- ▷ Joint equity ownership
- ▷ Coordination mechanisms
- ▷ Organizational integration
- ▷ Shared decision making

## Problem 4

Answer: True

## Problem 5

### Answer:

- ▷ Cross subsidies
- ▷ Bundling
- ▷ Increasing lock-in

## Problem 6

### Answer:

- ▷ Alignment of interests
- ▷ Feasibility of inter-organizational coordination

## Problem 7

Answer: Economic Integration

## Problem 8

Answer: Product A is sold at small margins (even loss) to increase sales of complementary product B (high margins).

## Problem 9

### Answer:

- ▷ Higher sales of complement
- ▷ Higher quality of complement

## Problem 10

### Answer:

- ▷ PC and Monitor
- ▷ Video Console and Video Game
- ▷ Toothbrush and Toothpaste
- ▷ Car and Fuel