



Briefly discuss the following questions:

1. What are the main technological tools a modern company can use to further develop its business?
2. What are the practical risks associated with e-business?
3. Discuss the notion of consumer segments and its importance for businesses.
4. Discuss how a C2C business can make revenue.
5. Discuss the parts of the content and data layer of the e-business infrastructure.
6. Discuss the speed of access and the factors which determine it.
7. What are the trust and privacy issues of cloud computing and how can they be mitigated?
8. How does cloud computing improve system availability?
9. What are service-oriented, relationship-building sites?
10. Discuss the advantages of the first-to-market approach.

Choose (True) or (False) for each statement and if false, correct the underlined word:

1. In the old economy, the human capital was very important.
2. The bandwagon effect happens when some consumers stopped using a product after it becomes popular and mainstream.
3. Disintermediation means cutting the intermediaries and dealing directly with consumers.
4. Rebates is a model of attracting consumers by providing discounts.
5. During the institutionalization period the internet usage was confined to scientific research only.
6. ERPs are used to solve the problem of the fragmented application infrastructure.



7. A hybrid cloud is when a number of organizations with the same requirements share resources.
8. Practical risks are long-term errors made by the business.

Fill in the blanks with the right word or words.

1. Chatbots are either _____ or _____
2. _____ portal websites usually include information about a wide range of topics.
3. A business which operates online without a physical store is called _____
4. The _____ model is the most complex of the four major business models.
5. High-speed communication links which enable internet communication across countries are called _____
6. A system's ability to handle growth is called _____
7. The _____ model of cloud computing provide a runtime environment for developers to create applications.
8. When cost is concerned, cloud computing is a shift from _____ to _____.

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