

## Assignment for Chapter 8

Your Name: \_\_\_\_\_ ID # \_\_\_\_\_

1) Can you name an **auction provider** ? \_\_\_\_\_

2) What is meant by **First mover** ?

A first mover is a company that \_\_\_\_\_

3) Can you name one disadvantage of being a **First mover** ?

One disadvantage of being a First mover is that \_\_\_\_\_

4) Can you name one advantage of being a **Second mover** ?

One advantage of being a Second mover is that \_\_\_\_\_

5) What are the main differences between a traditional store and a web-store ?

Traditional store	Web-store
<b>Hours:</b> 9:00 am - 10:00 pm	_____
<b>Holidays:</b> Closed	_____
<b>Customers:</b> Local people	_____
<b>Merchandise:</b> Tangible	_____

6) What's the **most important aspect** of a web-store ?

a) Personal attention,   b) Look and feel of website,   c) Security,   d) Selection of goods

7) Where lies the danger in personalized sites offered by social networking sites such as **Facebook** or **MySpace**?

- a. Security breaches
- b. Privacy infringement
- c. Fraud
- d. Identity theft
- e. Spam assaults



f. All of the above