

Chapter 4 Questions

1. What is e-business? Explain how a company could use e-business to gain a competitive advantage over other companies in the same industry.
2. How would demographics be useful if wanted to start a business?
3. Why would companies that advertise on the Internet target teenagers and young adults?
4. List two characteristics of successful business people, and explain, in your own words, how they contribute to business success.
5. Explain why perseverance is important in business today. Use current business stories to illustrate your main idea.
6. Explain, in your own words, why good customer service is so important to a company's success.
7. List and explain some of the ways that businesses can make sure that their products meet quality standards
8. Research an example of a company that had to recall a product. Explain what happened.
9. Select a product you own and discuss the qualities of the products that encouraged you to buy it.
10. What is the most important aspect of job satisfaction to you? Why?