

This examination contributes 25% to the overall module mark.

Answer only TWO questions from three below.

- 1) Explain what you understand by the concepts of disintermediation and reintermediation, giving appropriate examples. How can a company beneficially employ these to strengthen its market position? (25 marks)**

- 2) Critically discuss at least TWO significant issues of extending the operation of a business into a global market via the Internet. Highlight your answer with appropriate examples. (25 marks)**

- 3) Describe the opportunities presented by the Internet in advertising. Compare this with more traditional media, such as television and newspapers. Highlight your answer with appropriate examples. (25 marks)**