1. Provide brief notes on the following:
   a. What do you understand by internet business?
   b. What do you understand by electronic marketing?

2. The Internet has the potential to change the way firms conduct their business and interact, engage and satisfy their customers. However, considering the context of a developing country like Ghana, is the internet a strategic choice for every firm or otherwise, should every firm do business online?

3. Boateng and Hinson in their paper on E-commerce in Ghana (“Advancing E-commerce Beyond Readiness in a Developing Economy: Experiences of Ghanaian Firms”), discussed how technology, market readiness, government and culture affect the conduct of e-commerce by Ghanaian firms. Briefly describe how culture can influence Ghanaian firms seeking to do business online.

4. Boateng and Hinson in their paper on E-commerce in Ghana (“Advancing E-commerce Beyond Readiness in a Developing Economy: Experiences of Ghanaian Firms”), postulated that, Government readiness to address resource-poverty in the DC context has an attendant effect on the diffusion of ICTs and related services. Discuss.