

Online Business (Student A)

1. Do you enjoy shopping online? What sort of goods or services do you buy?
2. Would you like to live in a world where all shopping was done online?
3. Can you think of an interesting way of using YouTube to market a product?
4. Do you have a profile on the business networking site LinkedIn? Could this be useful for you?

Online Business (Student B)

1. What are the main reasons why people choose to shop online?
2. Do you enjoy seeing pop-up adverts online? Are they effective?
3. Can you think of a creative way of using a social networking site like Twitter to promote a product?
4. How has online business changed the typical consumer over the last 20 years?

Online Business (Student C)

1. What are the main disadvantages of online shopping? Will technology solve these problems in future?
2. Do you respond to adverts on social media sites like Facebook? Is this a good way to market a product?
3. Does your company have an online marketing strategy? Does it need one?
4. Are you comfortable that some businesses collect data about users' online activity?