Study Guide

Ecommerce

Midterm Exam

***Now the following:***

What is a target market?

Within the target market you have a customer base. What is a customer base?

There are several factors that determine a target market. Explain each:

Geographic

Demographic

What is a mission statement?

Why is brainstorming a good idea?

What is a 30 second pitch?

What is the concept of AIDA?

Why is this concept important when delivering a 30 second pitches?

What should happen at the end of the pitch?

What does it mean to promote your business?

What are some ways you could promote your business?

***Expo Questions:***

What is the date of the Expo?

Where is the Expo being located?

What is the Innovation challenge this year?

What does entrepreneurship mean to you?

***Empathy Question***

What does empathy mean to you?

What are some characteristics or how do you empathize?

What does “seeing things from another person’s perspective” help you to do?

How can empathy be used to validate a person’s feelings?

What is empathy often confused with?

What is the difference between empathy and sympathy?

What does ideate mean?

What does synergy mean in the following statement? “For example, in a brainstorm you leverage the synergy of the group to reach new ideas by building on others’ ideas.”

What is a prototype?

Why do we prototype?

What is the purpose of testing your prototype?