Your Name

Instructor’s Name  
Course code

Date

Question 1: Share with the class some of your experiences—both positive and negative—with electronic media.

Answer: Electronic media is the best thing that has helped businesses in their marketing strategies. Electronic media can help in developing small businesses by allowing it to market its product without the need for any additional employees.

Being a football enthusiast, the electronic marketing strategies used by New England Patriots are amazing; they have used electronic media to revolutionize their brand completely. Their logo is now one of the most recognizable logos in the sports world. They have made their distance from major cities as their strengths through their effective marketing.

One thing that I have noticed is that Bad stories are releasing now and then that can affect businesses drastically, while previously businesses were not growing as much as they are growing now but one bad story whether it is true or fabricated can destroy a business. Apart from that, the release of any confidential information accidentally in the media can also benefit the rivals of an organization

Question 2: In your opinion, what is the greatest technological invention of the last 100 years? Why?

Answer: The greatest invention of the last 100 years is without a doubt computer. It has affected society in all aspects. Business management hasn't been the same since its invention and common usage. Personal computers and computer networks have impacted all small and large businesses. The accessibility and speed of processing mean that a process that took weeks can be done in hours. The development and accessibility of personal computers have helped to increase the work functions that can simplify the detailed work. For small businesses, owners who are in continues rivalry with larger companies mainly depend on their telecommunication team to do their work. One can save as much data as he wants without being worried about the misplacement of hard copies. With further development in the internet and different clouding services, distant business is not a dream anymore. With this, one can run any business through his laptop even from an airport lounge or living room.