

**Universidad de Puerto Rico
Recinto de Río Piedras
Facultad de Administración de Empresas**

Answer the following questions.

Due date: Tuesday, October 1.

1. (4 pt.) How is social media impacting firms, individuals, and society?
2. (10 pt.) Use the Internet to identify the future trends in information technology that could be of strategic importance for businesses.
3. (2 pt.) What is operational effectiveness?
4. (2 pt.) What is strategic positioning?
5. (4 pt.) What is the “resource-based” view of competitive advantage? What are the characteristics of resources that may yield sustainable competitive advantage?
6. (4 pt.) Consider the examples of Barnes and Noble competing with Amazon, and Apple offering iTunes. Are either (or both) of these efforts straddling? Why or why not?
7. (2 pt.) Provide a real life example of the fast follower problem.
8. (2 pt.) Define the concept of value chain.
9. (4 pt.) What are switching costs? What role does technology play in strengthening a firms switching costs?
10. (2 pt.) In most markets worldwide, Google dominates search. Why has not Google shown similar dominance in e-mail, as well?