**Checkpoint Questions**

* Pg. 21 - What is the difference between a dot.com and a bricks and mortar business?
* Pg. 24 – Name three marketing functions that are important in e-commerce.

**Think Critically Questions, pg. 25 (#1-4)**

1. Why does e-commerce currently account for such a small percentage of all consumer purchases?
2. Why have a few dot.com businesses been successful while many have not?
3. Name several reasons customers choose to make purchases online.
4. What are the types of ways that the Internet is used for communication by consumers? By business?