THE FOLLOWING ARE EXAMPLES OF THE TYPE OF QUESTIONS THAT YOU COULD FIND ONTHE EXAM TO GIVE YOU AN IDEA OF STRUCTURE: The time for the exam is one and half hours. The exam is in two parts. The first is multiple choice and fill in the blank. The second section has three one page short essay questions.

***QUESTIONS***

**Sample fill in blanks, true false:**

Before the internet could be designed ways to connect computers had to be invented. The first connections between computers was called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ this was expanded to be able to connect this structure to others in further locations and this was called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ARPA developed a private network that was expanded and called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In the marketing lecture it was noted that the early stage of marketing after second world war was dominated by engineers (make a product, sell a product) then the second stage involved the introduction of marketing developed in the 60s and 70s by the Japanese. What is the third stage that we are not in? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The research agency tasked to develop the first internet awarded the job of developing a set of standards to private companies that were involved in communications as they were best suited to do the job quickly.

True or False

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sample essay would be one page**: In the lecture on marketing Dr. Becker noted “no 4 Ps”. Why does he believe that the approach using the 4 Ps is outdated?