

From Chapter 7

- ❖ John Smith has to make an unscheduled trip this coming weekend to New York from his hometown, Houston. He searched on the Internet for the lowest-price offering and bought his ticket. Demonstrate the search process that John used to get his ticket.
- ❖ Assume that your family is interested in visiting the NASA Space Center in Houston. They would like to gather more facts about the place before they embark on a trip. How can you assist them in this process?
- ❖ Design a customer satisfaction questionnaire and e-mail it to your friends. Ask them to respond to your survey by filling out the questionnaire and e-mailing it back to you.
- ❖ You are hired as an intern in the marketing research department of a chemical plant in the United States. The firm is interested in expanding its worldwide operations and is interested in country-specific information regarding land use for agriculture. How will you obtain this information on the Internet?
- ❖ Pick any company of your choice, and
 - a) Identify its web site
 - b) Browse through the Web site
 - c) List the type of information that is available through the Web site.