

FINAL EXAM ESSAY QUESTIONS

(1st BLOCK- MARKETING APPLICATIONS

Name and describe **(three) types of insurance** that every business should have. Explain why each type of insurance is essential to a business.

Tip- See Ch. 34- Risk Management pages 729 & 730 for examples.

Answer:

Three types of insurance every business should have include: Liability insurance, life insurance, workers' compensation insurance. **Liability insurance** protects a business against damages for which it may be held legally liable , such s an injury to a customer or damage to property of others. **Life insurance** protects the owners or managers of a business if he or she dies. **Workers compensation insurance** covers employees who suffer job-related injuries or illness and protects employees from lawsuits filed by an employee injured on the job.

3rd block- E-Commerce Marketing

This essay will require you to reflect upon your marketing experience and write about specific concepts you learned in this class. You will be required to write about a minimum of two projects listed below:

- Creating Your own Blog (blogger.com)
- E-Tailing Report (Merchandising on the internet)
- Creating a website using Dreamweaver
- Advertising for E-Commerce
- Creating an Electronic resume