**Q1**. **Exercise**

Develop a **750 word** analysis responding to the following questions:

Referring to the FT (*Financial Times*) article "*It's Too Early For E-Business To Drop Its "E*", do you think that it is sensible to still speak today of e-business strategies or to drop the "e" from the term "e-business"? Defend your argument.

**Q2.** Develop a **1,250 word** analysis responding to the following questions:

Do some web research on Microsoft's history and associated strategy development. Identify some of the strengths and weaknesses of Microsoft's strategy as it has evolved over the past decades. Where have they excelled strategically? Where have they faltered in relation to other competitors? What might be some reasons why they may have gotten a late start in certain markets?