

Answer either in English or Finnish.

Limit your answer to four handwritten pages.

- I Define following concepts (max. 10p)
 - A) Digital bond (lectures)
 - B) Digital cube (lectures)
 - C) Digital agent (lectures)
 - D) UGC (lectures)
- III What is the value of Facebook fan and why does it matter ? Illustrate with help of an example (lectures, 30 points)
- IV What factors influence virtual world marketing ? (30 points)
- V Describe the elements of the online trust model ? (30 points)

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Good luck !