**Assessment: Marketing and Information Technology Impact**

Instructions: Read the following scenarios and questions. Provide your responses based on your understanding of how marketing and evolving information technologies affect competition among products and influence consumer behavior.

**Scenario 1: Marketing Impact**

Question: How does effective branding influence competition among products?

**Scenario 2: Information Technology Influence**

Question: How do e-commerce platforms and evolving technologies impact consumer behavior in online shopping?

**Scenario 3: Online Advertising**

Question: How can Internet pop-up ads be effective in motivating consumers? What should businesses be cautious of when using pop-up ads?