



## ***Business Science Virtual Film Series***

### **REFLECTION QUESTIONS**

*Respond to the following questions in a 2- to 3-page essay format and submit to your professor for grading.*

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1. What came first: Apple or Microsoft? Explain how and why.
2. Describe the personality differences between Steve Jobs and Bill Gates and how that inspired their respective technology brands.
3. Explain why Apple never managed to put Microsoft out of business entirely, or vice versa.