**ASSIGNMENT QUESTIONS FACEBOOK**

* The two main methods for valuing a private company are (a) applying ratios (e.g. price/earnings) for comparable companies (b) using DCF analysis to estimate the net present value of a company. How useful are these approaches in estimating the value of Facebook shares?
* How can the analysis of competition and competitive advantage assist us in valuing Facebook’s shares?
* What role do real options play (a) in the value of Facebook’s shares and (b) in Facebook’s strategy?