



تجارة الكترونية

1:00-2:00

17/4/2024

د/ابرام كمال وليم

Faculty of Computers & Information, Assiut University

Course code:IT471

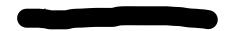
4th Level

Midterm Exam

Duration: One hour

This exam for the following program(s): (Add the program's name(s))

🔐 * الإسم الرباعي (بالعربي فقط) .1



2. توم الجلوس * 🖫



3. المستوي* 🖫

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ه رقم الكمبيوتر .٥٠ 🖳
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☑ Will be reviewed
3 is used to address the weakness of symmetric and asymmetric key encryption.
A) Digital envelop B) Hash function C) Digital certificate D) All of the options
A
○ B
○ c
O D
☑ Will be reviewed
9. Which of the following statements describe private industrial networks?
A) Networked business ecosystem B) Uses Internet technology to coordinate the value chains of business partners C) Digital network used to coordinate among firms engaged in business together D) All of the options

○ A
ОВ
○ c
O D
☑ Will be reviewed
10. What is the main value proposition of Transaction broker B2C model?
A) Transaction fees B) Saving time and money C) Travel services D) All of the options
○ A
○ C
O D
☑ Will be reviewed
11. Which of the following statements best define E-Commerce?
A) Digitally enabled transactions within organizations B) Digitally enabled commercial transactions between organizations and individuals C) Digitally enabled transactions within a firm D) None of the options
○ A

■ B
○ C
○ D
☑ Will be reviewed
12 is interconnected network of thousands of networks and millions of computers.
A) Web B) DNS C) Internet D) None of the options
○ A
ОВ
○ C
○ D
☑ Will be reviewed
13. Which of the following is a reason that the Internet growth has boomed without disruption?
A) Servers perform common functions for the clients. B) The Internet layered architecture C) The Hourglass model of the Internet D) All of the options
○ A
ОВ

	○ C
	□ D
	☑ Will be reviewed
14.	In encryption, the sender and the receiver use same digital key to encrypt and decrypt message.
	A) Symmetric key B) Public key C) A and B D) None of the options
	A
	○ B
	○ C
	O D
	☑ Will be reviewed
15.	Business model is best defined by
	A) Set of planned activities designed to result in a profit in a marketplace B) Set of planned activities designed to result in sales in a marketplace C) Set of planned activities designed to find market opportunity in a marketplace D) All of the options
	A
	○ B
	○ c

16.	What makes E-Commerce Technology more powerful than previous technologies?
	A) E-commerce brings fundamental changes to commerce B) The growth of E-commerce B2C revenue C) The growth of E-commerce B2B revenue D) All of the options
	A
	○ B
	○ c
	O D
	☑ Will be reviewed
17.	Can the same business model have more than one revenue model?
	A) True B) False □→
	A
	○ B
18.	The main function of is to translate between numeric IP addresses and domain names.
	A) Internet

O D

	B) Web C) DNS
	D) All of the options
	○ A
	○ B
	○ C
	O D
	☑ Will be reviewed
19.	Building a mobile application that allows service providers to add their services and allows consumers to purchase such provided services is business model.
	A) Service Provider B2C B) E-distributed B2B C) Market Creator B2C D) Content Provider B2C
	○ A
	○ B
	O D
	☑ Will be reviewed
20.	,, and are the three key points of security vulnerability in e-commerce environment.
	A) Client, server, communication pipelineB) Data, technology, organizational policiesC) Public safety, merchant bank, warehouse

	D) None of the options
	A
	○ B
	○ C
	O D
	☑ Will be reviewed
21.	One of the new requirements of packet switching over circuit switching is to handle \dots .
	A) assembly of packets at point of transmission, and reassembly at receiving end B) sending packets C) receiving packets D) All of the options
	A
	ОВ
	○ c
	○ D
	☑ Will be reviewed
22.	is a plan for achieving superior long-term returns on capital invested.
	A) Cost competition B) Profit C) Business model D) None of the options

○ A
○ c
O D
☑ Will be reviewed
23. Can some companies use multiple business models?
A) True B) False □,
A
○ B
24 is one of the four e-commerce security technology solutions.
A) DNS B) Web C) VPN D) All of the options
○ A
○ B
○ C
O D

☑ Will be reviewed

25.	Which of the following statements is a feature of user-centered applications?
	A) Highly interactive B) social communities C) Large audiences D) All of the options
	○ A
	○ B
	○ c
	O D
26.	Which of the following statements best describe the differences between the Internet and Intranets?
	A) Both are TCP/IP network, but the Internet is located within a single organization for communications and processing B) Both are TCP/IP network, but Intranets are located within a single organization for communications and processing C) The Internet is TCP/IP network, but the Intranet is not. D) None of the options
	○ A
	B
	○ c
	\bigcirc D

☑ Will be reviewed 27. The hourglass model of the Internet allows A) adding new applications without changing the network core. B) adding new transport services without affecting the applications. C) using any application and transport service regardless of the technology used to connect to the network D) All of the options. () A В D **☑** Will be reviewed 28. ... is the activities performed by suppliers, manufacturers, transporters, distributors, and retailers that transform raw inputs into final products and services. A) Industry value chains B) Firm value chain C) Firm value web D) None of the options (A

☑ Will be reviewed

29.	1990 – present: The availability of Personal Computers (PCs) brings desktop automation business application is a good example for
	A) Development and mastery of digital computing and communications technology B) Integrated online/offline companies will experience more growth than purely online companies
	C) New technologies present businesses with new ways of organizing production and transacting business D) None of the options
	○ A
	○ B
	○ C
	O D
30.	business model elements is to answer question.
	A) Value Proposition, How will you earn money? B) Market Opportunity, How do you plan to promote your products or services to attract your target audience? C) Management Team, What types of organizational structures within the firm are necessary to carry out the business plan? D) Market Opportunity, What marketspace do you intend to serve and what is its
	size?
	○ A○ B
	○ B
	() C

В

D

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