

APRIL 2012

TIME ALLOWED : 2Hrs

There are Three (3) Sections.

Answer ALL questions in Section A by shading the appropriate letter on the scanable form provided and circling the letter corresponding to the correct answer on the question paper.

Answer ALL questions in Sections B by filling in the answer in the blank spaces on the question paper.

Answer One question in Section C in the answer booklet provided.

SECTION A

½ Mark each

1. _____ involves the use of communications, conferencing, and collaborative work tools to support and enhance collaboration among networked teams and workgroups.
 - a. Enterprise resource planning systems
 - b. Enterprise application integration systems
 - c. Electronic commerce systems
 - d. Supply chain management systems
 - ☒ e. Enterprise collaboration systems

2. An internetworked enterprise may have an extranet link to its _____ for distribution management, supply chain management and procurement.
 - a. Partners and consultants
 - b. Business customers
 - ☒ c. Suppliers and distributors
 - d. Consumers
 - e. Contractors

3. The Business value of intranets include
- Providing connections to suppliers and distributors for supply chain management
 - Using it for communication and collaboration within an enterprise
 - Using it to support business operations and management

- I only
- II only
- III only
- I & II only
- II & III only

4. Large customers of a company may use _____ access to the company's inventory databases as part of an electronic commerce system.

- extranet
- intranet
- ☒ Internet
- EDI
- WAN

5. Sales reps of a company are likely to use _____ to link to their corporate intranet in order to gain access to customer records for customer relationship management.

- the Internet
- WAN
- an extranet link

- I & II only
- II & III only
- ☒ I & III only
- I only
- I, II & III

6. _____ software is fundamental to business process reengineering.

- SCM
- PRM
- CRM
- EAI
- ☒ ERP

- * 7. A customer focused business is one that

- Creates customer profiles
- Provides top quality customer service tailored to individual needs
- Provides low est prices for goods and services
- Builds a Web community of customers, employees and partners

- a. II & IV only
 - b. I & II only
 - c. II & III only
 - d. III & IV only
 - e. I & IV only
8. B2B _____ is a network of business partners formed to take advantage of rapidly changing opportunities.
- a. Virtual company
 - b. agile company
 - c. B2B e-commerce web portal
 - d. knowledge creating companies
 - e. Strategic partnership alliance
9. Major business use of the Internet include
- I. Interactive marketing
 - II. Collaboration among business partners
 - III. Web surfing for multimedia information and entertainment
 - IV. Electronic commerce
- a. I, II & III only
 - b. II, III & IV only
 - c. I, II & IV only
 - d. III only
 - e. I, II, III & IV
10. A business partner is likely to use the Internet for
- I. File transfer
 - II. Shopping at e-commerce websites for products and services
 - III. Extranet access to intranet resources
 - IV. E-mail
- a. I & II only
 - b. II & III only
 - c. III & IV only
 - d. I, II & III only
 - e. I, III & IV only
11. A supplier is likely to use the Internet for
- I. Sending documents via EDI over secure Internet links
 - II. Shopping at e-commerce websites for products and services
 - III. Extranet access in order to access inventory
 - IV. Discussion forums

- a. I & II only
- b. II & III only
- c. III & IV only
- d. I & III only
- e. II & IV only

12. To enable the many different applications of end users to be accomplished using the different varieties of computers, software packages, and databases provided by a variety of interconnected networks, one may have to use _____

- a. Open systems software
- b. Middleware software
- c. Enterprise application integration software
- d. Database management software
- e. Enterprise collaboration systems

13. _____ software is software that interconnects enterprise applications for seamless integration.

- a. Enterprise Application Framework
- b. Cross-Functional Applications
- c. Cross-Functional Enterprise Systems
- d. Enterprise Application Integration
- e. Enterprise Collaboration systems

14. Which component of the CRM software helps customer service managers create, assign, and manage requests for service by customers?

- a. Retention and loyalty programs
- b. Customer Service and Support
- c. Sales
- d. Human Resource
- e. Marketing and Fulfillment

15. The ERP software suit will typically support

- I. Logistic planning
- II. Sales analysis
- III. Transportation and Shipment management
- IV. Personnel requirement

- a. I & III only
- b. II & IV only
- c. I, II & III only
- d. I, II & IV only
- e. I & II only

16. CRM systems create an IT framework of web-enabled software and databases that integrates processes in _____ with the rest of the company's business operations, and supports collaboration among a business and its customers and partners.

- I. Marketing
- II. Human Resource
- III. Customer Service
- IV. Accounting and Finance
- V. Sales

- a. I, III & IV only
- b. I, IV & V only
- c. II, III & IV only
- d. III, IV & V only
- e. I, III & V only

17. Customer "touchpoints" for CRM systems of a company include the following

- I. Personal contact
- II. The company's PR office
- III. The company's website
- IV. Retail stores

- a. IV only
- b. I & II only
- c. II & III only
- d. I, II & III only
- e. I, III & IV only

18. Major application components of a CRM system include

- I. Retention and loyalty programs
- II. Human Resource
- III. Forecast and Demand planning
- IV. Contact and Account management

- a. I & II only
- b. II & III only
- c. I & IV only
- d. III & IV only
- e. I only

19. Which of these CRM solutions will be effective at the acquisition stage of the Customer Life Cycle?

- a. Cross-sell and Up-sell
- b. Direct marketing
- c. Proactive service
- d. Sales Force Automation
- e. Customer support

20. The Supply Chain Life Cycle is as follows:
- Make, Commit, Schedule, deliver
 - Schedule, Make, Commit, Deliver
 - Commit, Make, Deliver, Schedule
 - Commit, Schedule, Make, Deliver
 - Schedule, Commit, Make, Deliver
21. Which of the following fall under Service and Support in the e-commerce Selling Process?
- Order Billing/Payment process
 - Product receipt
 - Order scheduling/ Fulfilment Delivery
- I & II only
 - II & III only
 - I only
 - II only
 - III only
22. Which category of e-commerce involves both electronic business marketplaces and direct market links?
- B2C
 - B2B
 - C2C
 - B2G
 - C2B
23. Companies employing B2C e-commerce
- offer attractive e-commerce websites that provide virtual storefronts and multimedia catalogs.
 - may rely on electronic data interchange(EDI) via the Internet or extranet for exchange of commerce documents.
 - offer interactive order processing.
 - offer online customer support.
- I, II & III only
 - I, II & IV only
 - I, III & IV only
 - III only
 - I & III only
24. Which of these can be considered a form of C2C e-commerce?
- Electronic personal advertising at electronic newspaper sites
 - Electronic personal advertising at personal websites
 - Secure Internet or extranet e-commerce

- a. I & II only
- b. I & III only
- c. II & III only
- d. I, II & III
- e. II only

25. _____ helps to establish mutual trust between you and an e-tailor at an e-commerce site.

- a. Electronic payment system
- b. Profiling and personalizing
- c. Electronic Data Interchange
- d. Secure electronic payment
- e. Access control and security

26. _____ is an electronic payment security method which was developed by Netscape Communications that automatically encrypts data passing between your web browser and a merchant's server.

- a. Secure Electronic Transaction
- b. Digital Wallet Payment System
- c. Secure Socket Layer
- d. Secure Electronic Funds Transfer
- e. Digital Certificates

27. A _____ is an electronic "credit card" that establishes your credentials when doing business or other transactions on the Web.

- a. Digital signature
- b. Electronic wallet
- c. Digital certificate
- d. Public key
- e. Electronic cash

28. Arrange the following from highest integration "click and brick" strategy to the least.

- I. Joint Venture
- II. Spin Off
- III. In-house Division
- IV. Strategic Partnership

- a. I, II, III, IV
- b. IV, III, II, I
- c. II, I, IV, III
- d. III, IV, I, II
- e. III, I, IV, II

29. Which essential e-commerce process helps e-commerce companies develop, generate, update and archive text data and multimedia information at e-commerce websites?
- Content and Catalog management
 - Collaboration and trading
 - Workflow management
 - Access Control and Security
 - Event notification
30. E-commerce transaction systems are scaled and customised to allow buyers and sellers to meet in a variety of high-speed trading platforms termed _____.
- click and brick strategies
 - e-commerce marketplaces
 - e-commerce portals
 - e-commerce channels
 - e-business channels
31. Another term for e-commerce integration alternatives is _____.
- Marketplace alternatives
 - Channel alternatives
 - e-Commerce strategies
 - Click and brick strategies
 - e-Commerce channel spectrum
32. An auction marketplace used by many buyers and sellers that can create a variety of buyers' and sellers' auctions to dynamically optimize prices is known as a(n) _____ type of e-commerce marketplace.
- one to many
 - many to one
 - some to many
 - many to some
 - many to many
33. Which of these is/are typical characteristics of a Business Process Reengineering compared to Business Improvement?
- The frequency of change is continuous
 - The primary enabler is statistical control
 - Typical scope is broad and cross-functional
 - Participation is bottom-up
- I & II only
 - II & III only
 - III & IV only
 - I & IV only
 - III only

34. A buy-side marketplace which attracts many suppliers who flock to these exchanges to bid on businesses of a major buyer is known as a(n) _____ type of e-commerce marketplace.

- a. one to many
- b. many to one
- c. some to many
- d. many to some
- e. many to many

35. _____ aims at acquiring and retaining partners who can enhance the selling and distribution of a firm's products and services.

- a. CRM
- b. ERP
- c. SCM
- d. KM
- e. PRM

36. Manufacturing processes supported by ERP include the following.

- I. Capacity planning
- II. Logistics planning
- III. Materials requirements planning
- IV. Personnel requirements planning

- a. I & II only
- b. II & III only
- c. III & IV only
- d. I & III only
- e. I & IV only

37. Major application components of SCM systems include

- I. Production logistics
- II. Order management
- III. Forecast and Demand planning
- IV. Sales force automation

- a. I & II only
- b. II & III only
- c. III & IV only
- d. II & IV only
- e. I & III only

38. _____ software assists customer service reps in helping customers who have problems with a product or service by providing relevant service data and suggestions for resolving problems.
- a. Call center
 - b. Web-based self service
 - c. front desk
 - d. customer service
 - e. Help desk

39. At the "Retain" stage of the Customer Life Cycle, _____ can be used most effectively.
- a. Customer Support
 - b. Sales Force Automation
 - c. Proactive service
 - d. Direct marketing
 - e. Cross-sell and Up-sell

40. Which major application component of a CRM system helps sales, marketing, and service professionals capture and track relevant data about every past and planned meeting with prospects and customers?
- a. Retention and loyalty programs
 - b. Customer service and support
 - c. Sales
 - d. Contact and account management
 - e. Content management

41. Companies employing B2B e-commerce
- I. offer attractive e-commerce websites that provide virtual storefronts and multimedia catalogs.
 - II. offer interactive order processing.
 - III. use direct market links between participants of an e-commerce transaction.
- a. I, II & III only
 - b. I, & II only
 - c. II & III only
 - d. III only
 - e. I & III only

42. In the _____ standard for electronic payment, software encrypts a digital envelope of digital certificates specifying the payment details.
- a. Secure Electronic Transaction
 - b. Digital Wallet Payment System
 - c. Secure Socket Layer
 - d. Secure Electronic Funds Transfer
 - e. Digital Certificates

43. Many of the business processes in e-commerce can be managed and partially automated with the help of _____ software.
- a. ERP
 - b. EAI
 - c. Search management
 - d. Event notification
 - e. Workflow management
44. Which essential e-commerce process responds to innumerable customer relationship and supply chain management activities?
- a. Search management
 - b. Event notification
 - c. Workflow management
 - d. Payments
 - e. Collaboration and trading
45. Which essential e-commerce process includes matchmaking, negotiation, and mediation process?
- a. Access Control and Security
 - b. Collaboration and trading
 - c. Workflow management
 - d. Catalog management
 - e. Event notification
46. Many _____ e-commerce portals are developed and hosted by third-party market-maker companies.
- a. C2C
 - b. B2C
 - c. B2B
 - d. B2G
 - e. C2B
47. EDI involves the electronic exchange of business transaction documents/details such as _____.
- I. Credit card information
 - II. Purchase orders
 - III. Request for Quote
 - IV. Bank accounts details
- a. I, II & III only
 - b. I, II & IV only
 - c. II & III only
 - d. I & III only
 - e. III only

48. A(n) _____ is an e-commerce marketplace where sellers bid for business of a buyer.

- a. Portal
- b. Catalog
- c. Reverse Auction
- d. Auction
- e. Exchange

49. _____ bring buyers and sellers together in catalogue, exchange and auction markets.

- a. middlemen
- b. e-business intermediaries
- c. market intermediaries
- d. e-commerce intermediaries
- e. informediaries

50. Intranets provide an enterprise information portal that supports

- I. Extranet security operations
- II. Web publishing
- III. Business operations and management
- IV. Communication and collaboration

- a. I & II only
- b. I & III only
- c. II & III only
- d. II, III & IV only
- e. I, II, & III only

51. Which of the following essential e-commerce processes tracks your website behaviour to provide you with an individualized Web store experience?

- a. Search management
- b. Profiling and personalization
- c. Workflow management
- d. Collaboration and trading
- e. Access control and security

52. Using mobile computing networks to support salespeople in the field is known as _____.

- a. Sales force automation
- b. Mobile commerce
- c. Mobile Sales
- d. Supply chain management
- e. Online transaction processing

53. The technological trend(s) in telecommunication is/are
- A change from reliance on copper wire-based media and land-based microwave relay systems to fibre-optic lines and cellular and other wireless technologies.
 - A rapid change from analogue to digital network technologies.
 - A move towards the provision of open systems with unrestricted connectivity using Internet networked technologies as their technological platform.
- I & II only
 - I & III only
 - II & III only
 - I only
 - I, II & III
54. _____ provide e-commerce marketplace software products and services to power business Web portals for e-commerce transactions.
- Portals
 - Vendors
 - market intermediaries
 - intermediaries
 - informediaries
55. Companies may use _____ to publish information products such as product catalogues, technical drawings and newsletters on their intranets.
- Net broadcasting
 - E-mail
 - Facsimile
 - EDI
- I & II only
 - I & III only
 - II & III only
 - II, III & IV only
 - I, II, & III only
56. Which feature of the enterprise information portal of an intranet is concerned with the development and deployment of critical business applications to support business operations and managerial decision making across the internetworked enterprise?
- Business operations and management
 - Web publishing
 - Intranet portal management
 - Extranet security operations
 - Communication and collaboration

57. Which feature of the enterprise information portal of an intranet is responsible for ensuring secure universal access to view and use corporate and external data?
- a. Business operations and management
 - b. Web publishing
 - c. Intranet portal management
 - d. Extranet security operations
 - e. Communication and collaboration
58. An agile business/company is one that _____
- a. Nurtures an online community of customers, employees and business partners.
 - b. Keeps up with market trends
 - c. Has the ability to co-opt customers in the exploitation of innovative opportunities.
 - d. Creates customer profiles
 - e. Uses statistical control as the primary enabler for change.
59. Which of these B2C e-commerce applications has the highest business value and takes the longest time to implement?
- a. Interactive marketing
 - b. B2C Portal
 - c. Web Storefront & e-catalog
 - d. Integrated Web Store
 - e. Web brochures
60. A(n) _____ business/company is one that nurtures an online community of customers, employees and business partners, and provides top quality customer service tailored to individual needs.
- a. Agile
 - b. Virtual
 - c. Customer-focused
 - d. Knowledge-creating
 - e. Electronic
61. Which feature of the enterprise information portal of an intranet is responsible for centrally administering clients, servers and traffic?
- a. Business operations and management
 - b. Web publishing
 - c. Intranet portal management
 - d. Extranet security operations
 - e. Communication and collaboration

62. Which of these fall under the marketing business function?
- I. Compensation analysis
 - II. Sales force automation
 - III. Inventory control
 - IV. Capital budgeting
 - V. Customer relationship management
- a. I, II, & IV only
 - b. II, III & IV only
 - c. II & V only
 - d. I & V only
 - e. IV & V only
63. Information systems for Customer Relationship Management, Sales management, and Production Management are classified under _____ systems.
- a. Manufacturing
 - b. Marketing
 - c. Human Resource Management
 - d. Finance
 - e. Accounts
64. In _____ there is collaboration with customers in creating, purchasing, servicing, and improving products and services.
- a. Order processing
 - b. Transaction processing
 - c. Order processing
 - d. Targeted marketing
 - e. Interactive marketing
65. _____ systems are information systems used to support staffing, training, and development, and compensation administration.
- a. Customer relationship management
 - b. Personnel
 - c. Enterprise resource
 - d. Pension
 - e. Human resource
66. Using the Internet for recruitment and job hunting is an example of _____ systems.
- a. Customer relationship management
 - b. Online HRM
 - c. Employee self-service intranet
 - d. Workforce planning/scheduling
 - e. None of the above

67. _____ handles sales orders from customers.
- a. Accounts receivable
 - b. Sales force automation
 - c. Supply chain management
 - d. Order processing
 - e. Transaction processing
68. Which of these e-business applications is the hallmark of an Internetworked supply chain of a fully e-business-enabled company?
- a. Enterprise Resource Planning
 - b. Supply Chain Management
 - c. Knowledge Management
 - d. Partner Relationship Management
 - e. Customer Relationship Management
69. Which of the following components of targeted marketing could have as a typical example, an advertisement for a product campaign on the opening page of an Internet search engine?
- a. Online behaviour
 - b. Demographic
 - c. Context
 - d. Content
 - e. Community
70. In which of the following areas can CRM systems be used to encourage cross-functional collaboration with customers?
- I. Technical support
 - II. Purchasing and account payable
 - III. Forecast and demand planning
 - IV. Delivery
- a. I & II only
 - b. I & III only
 - c. II & III only
 - d. I & IV only
 - e. I, III & IV only
71. A(n) _____ is likely to serve the Procurement of Resource support process of a company best.
- a. Automated inventory replenishment by supplier
 - b. Product Development Extranet with Partners
 - c. Collaborative Workflow Intranet
 - d. Employee Benefit Intranet
 - e. E-commerce Web Portal for Suppliers

72. What business function support Materials Requirements Planning and Computer-Aided Design?
- Manufacturing
 - Marketing
 - Human Resource Management
 - Finance
 - Accounts
73. In _____, customers are not just passive participants who receive media advertising prior to purchase, but are actively engaged in network-enabled proactive and interactive processes.
- Sales Force Automation
 - Interactive marketing
 - Targeted marketing
 - E-business
 - Customer Relationship Management
74. A _____ system is primarily concerned with collaboration and decision support.
- ERP
 - CRM
 - SCM
 - PRM
 - KM
75. Which feature of the enterprise information portal of an intranet is responsible for authoring publishing and sharing hypermedia documents?
- Business operations and management
 - Web publishing
 - Intranet portal management
 - Extranet security operations
 - Communication and collaboration
76. Which of these is/are examples of IT that support reengineering of the order management process?
- Cross-functional ERP software for integrating manufacturing, distribution, finance and human resource
 - CRM software that helps sales, marketing and service professionals to capture and track relevant data about every past and planned contact with customers and life cycle events
 - Customer-accessible e-commerce web site for order entry, status checking, and payment, and service.
- I & II only
 - II & III only
 - I & III only
 - I, II & III only
 - II only

77. Which of these is considered as "The Business network"?

- a. ERP
- b. CRM
- c. SCM
- d. KM
- e. PBM

78. Sales reps of a company are likely to use _____ to access customer records for customer relationship management.

- a. an extranet link
- b. the Internet
- c. a corporate intranet
- d. EDI
- e. customer service websites

79. A company can use the Internet to

- I. Create a website for interactive marketing and electronic commerce.
- II. Hold desktop videoconferences with their partners.
- III. Create intranet links with its employees in remote offices for interactive communication, collaboration and computing.

- a. I & II only
- b. II & III only
- c. I & III only
- d. II only
- e. I, II & III

80. The ERP software suit will typically support

- I. Capacity planning
- II. Sales analysis
- III. Personnel requirement
- IV. Marketing and Fulfillment

- a. I & III only
- b. II & IV only
- c. I, II & III only
- d. I, III & IV only
- e. II only

81. _____ is a business network of suppliers, distributors, partners, customers and others.

- a. Enterprise Resource Planning
- b. Supply Chain Management
- c. Knowledge Management
- d. Partner Relationship Management
- e. Customer Relation Management

82. _____ provides vital cross-functional information on business performance quickly to managers to significantly improve the ability to make better decisions in a timely manner across the entire business enterprise.
- a. Enterprise Resource Planning
 - b. Supply Chain Management
 - c. Knowledge Management
 - d. Partner Relationship Management
 - e. Customer Relationship Management
83. _____ software routes calls to customer support agents based on their skill and authority to handle specific kinds of service requests.
- a. Help desk
 - b. Web-based self service
 - c. Call center
 - d. Customer service
 - e. E-mail
84. In an economy where the only certainty is uncertainty, the one sure source of lasting competitive advantage is _____.
- a. Agility
 - b. Technology
 - c. Competencies
 - d. Wisdom
 - e. Knowledge
85. _____ systems are installed as a conceptual framework and catalyst for reengineering their business processes.
- a. Enterprise Resource Planning
 - b. Supply Chain Management
 - c. Knowledge Management
 - d. Partner Relationship Management
 - e. Customer Relationship Management
86. Business functions are to functional mainframe-based legacy systems as _____ are to integrated cross-functional client/server applications.
- a. Business enterprises
 - b. Business processes
 - c. Business applications
 - d. Business operations
 - e. Business management

87. _____ applications focus on providing a firm's employees with tools that support group collaboration and decision support.
- a. Enterprise Resource Planning
 - b. Supply Chain Management
 - c. Knowledge Management
 - d. Partner Relationship Management
 - e. Customer Relationship Management
88. Which enterprise cross-function application track business resources and the status of commitments made by the business no matter which department has entered the data into the system?
- a. Enterprise Resource Planning
 - b. Supply Chain Management
 - c. Knowledge Management
 - d. Partner Relationship Management
 - e. Customer Relationship Management
89. _____ provides Internet-like access to a company's operational databases and legacy systems by its customers and suppliers.
- a. Internets
 - b. Extranets
 - c. Intranets
 - d. Local area networks
 - e. Client/server networks
90. Which of these B2C e-commerce applications has the lowest business value and takes the shortest time to implement?
- a. Interactive marketing
 - b. B2C Portal
 - c. Web Storefront & e-catalog
 - d. Integrated Web Store
 - e. Web brochures
91. At the "Enhance" stage of the Customer Life Cycle, _____ can be used most effectively.
- a. Customer Support
 - b. Sales Force Automation
 - c. Proactive service
 - d. Direct marketing
 - e. Cross-sell and Up-sell

92. _____ are systems with common hardware, software and network standards that provide easy access for end user and their networked computer system.
- Legacy systems
 - Interoperable systems
 - Open systems
 - Closed systems
 - None of the above
93. _____ differs from electronic mail in that it transmits an actual structured transaction with distinct fields such as transaction date, transaction amount and recipients' name, as opposed to an unstructured text message such as a letter.
- Facsimile
 - Text messaging
 - Data conferencing
 - Electronic Data Interchange
 - Electronic Data Transfer
94. _____ are "smart" programs that can carry out specific, repetitive, and predictable tasks for an individual user, business process, or software application.
- Macros
 - Intelligent agents
 - Micros
 - Subprograms
 - None of the above
95. Teleconferencing that includes the ability of two or more users at distinct locations to work on the same document or data simultaneously is called _____.
- Digital collaboration
 - Data conferencing
 - Video conferencing
 - Voice conferencing
 - Electronic meeting
96. Electronic Communication tools include _____.
- Faxing
 - Paging
 - Chat systems
 - Voice mail
- I & II only
 - II & III only
 - III & IV only
 - I, II & III only
 - I, II, III & IV

97. Which of these B2B e-commerce applications has the highest business value and takes the longest time to implement?
- a. Procurement automation
 - b. Extranets and exchanges
 - c. Customer self service
 - d. B2B Portal
 - e. Web Brochures
98. Which of these is/are typical characteristics of a Business Process Reengineering compared to Business Improvement?
- I. The primary enabler is statistical control
 - II. The horizon is the future
 - III. Participation is top-down
 - IV. Typical scope is within functions
- a. I & II only
 - b. II & III only
 - c. I, II & III only
 - d. II, III & IV only
 - e. I, III & IV only
99. Which of these may be considered part of electronic commerce?
- I. Use of Internet web sites for online sales
 - II. Use of corporate intranets by sales reps to access customer's records for CRM
 - III. Use of web pages of Work-in-Progress information to collaborate on business projects
- a. I & II only
 - b. II & III only
 - c. I & III only
 - d. I, II & III
 - e. I only
100. Some of the major reason(s) for forming virtual companies is/are to
- I. Link contemporary core competencies
 - II. Increase facilities and market coverage
 - III. Migrate from selling products to selling services
 - IV. Share infrastructure and risk with suppliers
- a. I & II only
 - b. II & III only
 - c. I, II & III only
 - d. I, III & IV only
 - e. II, III & IV only

fill in the blanks

SECTION B

1 mark each

1. The business benefits of Customer Relationship Management include acquiring, enhancing, and retaining profitable relationship with customers.
- ✓ 2. Enterprise Application Integration software helps e-commerce companies develop, generate, deliver, updates, and archive text data and multimedia information at e-commerce websites.
- ✓ 3. E-commerce is the online process of developing, marketing, selling, delivering, servicing, and paying for products and services.
- ✓ 4. The several major categories of interrelated processes that e-commerce applications must implement such as search management and catalogue management are referred to as Enterprise Resource Planning.
- ✓ 5. The marketing or sales channel created by a company to conduct and manage its e-commerce activities is referred to as its Chosen Partner Vendor.
- ✓ 6. EDI over the Internet, using secure Socket Layer (SSL) is a growing B2B e-commerce application. Ans = Secure Virtual Private Network.
- ✓ 7. Companies are recognizing that success will go to those who can execute Clicks-and-mortar strategies that bridge the physical and virtual worlds.
- ✓ 8. The business benefits of Enterprise Resource Planning include improvements in quality, efficiency, cost and management of internal business processes.
- ✓ 9. The Gaining Several Strategic Partner Relationship Management strategy, among others, enjoy such benefits such as the sharing of existing brands, and joint buying power and distribution efficiencies.
- ✓ 10. E-business is the use of the Internet and other networks and information technologies to support electronic commerce, enterprise communication and collaboration, and web-enabled business processes both within a networked enterprise, and with its customers and business partners.

SECTION C

10 Marks

Answer ONE Question in This Section

1. a) On the Internet, the barriers of time, distance, and form are broken down, and businesses are able to transact the sale of goods and services 24 hours a day, 7 days a week, 365 days a year with consumers all over the world. All e-tailors are therefore assured of success. Do you agree with this assertion? Explain why you do or do not. (4 Marks)
- b) After developing and marketing your web store, in what ways would you serve your customers who visit your website to ensure that you are able to retain them as loyal customers? (6 marks)
2. a) Organizations of all kinds are implementing a broad range of intranet uses. What are some of the benefits? (3 marks)
- b) Why do you think there have been so many business failures among "dot.com" companies that were devoted only to retail e-commerce? (3 Marks)
- c) How does an e-commerce website develop user profiles and what is it used for? (4 marks)

2b) To create a web business initiative that offers attractive products or services of great customer value, and whose business plan is based on realistic forecasts of profitability within the 1st year or two of operation.

1b) The ways are

- 1) Creating user profiles
 - 2) Customer files
 - 3) Personal webpages and promotions
- That helps them develop a one-to-one relationship with their customers.

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2c) e-Commerce websites develop user profiles by using simple web site design software tools and pre-designed template provided by their website hosting service to construct it.

OK

Ans it is used to develop a one-to-one relationship with their customers like

- 1) Creating incentives to encourage visitors to register.
- 2) Developing web cookie files to automatically identify returning visitors