

E-Commerce MCQ

Chapter 2

1) Which of the following is a feature of a sell-side e-marketplace?

- a) Open marketplace for all buyers
- b) Company sells directly to qualified buyers**
- c) Multi-vendor auction
- d) Physical storefront only

2) Digital marketing offers businesses the ability to:

- a) Increase printing costs
- b) Operate only locally**
- c) Reach global customers
- d) Use only traditional advertising methods

3) Which of the following describes click-and-mortar organizations?

- a) Operate only in physical stores
- b) Fully digital businesses
- c) Combine both digital and physical operations**
- d) Provide only digital products

4) What is the primary focus of Conversion Rate Optimization (CRO)?

- a) Increasing website traffic
- b) Enhancing social media likes**
- c) Turning visitors into customers
- d) Minimizing digital presence

5) In digital marketing, the use of analytics tools helps companies:

- a) Decrease online visibility
- b) Track and measure campaign effectiveness
- c) Increase the cost of marketing**
- d) Limit customer engagement



6) Which of the following best explains e-business?

- a) Selling physical products only
- b) Integration of technology in all business operations
- c) **Offline customer service activities**
- d) Managing only financial transactions

7) Digital goods are typically delivered through:

- a) Postal mail
- b) In-store pickup
- c) Online downloads
- d) Physical couriers

8) Which of the following is NOT a benefit of digital markets?

- a) Higher menu costs
- b) Reduced transaction costs
- c) Dynamic pricing options
- d) Direct-to-consumer sales

9) Which term refers to a system where devices communicate with each other using the internet?

- a) Brick-and-mortar
- b) Virtual network
- c) Internet of Things (IoT)
- d) Traditional marketing

10) What is a primary challenge for digital goods?

- a) Physical storage issues
- b) Intellectual property protection
- c) Difficulty in accessing the internet
- d) Lack of customer interest



11) The front end of a marketplace includes:

- a) Order fulfillment
- b) Customer-facing interfaces
- c) Payment processing only
- d) Back-office operations

12) E-marketplaces typically do NOT include:

- a) Sellers
- b) Infrastructure
- c) Inventory warehouses
- d) Customers

13) Which of the following is an example of a digital good?

- a) Physical book
- b) E-book
- c) Groceries
- d) Furniture

14) The ability to change prices dynamically based on market conditions is known as:

- a) Static pricing
- b) Fixed pricing
- c) Dynamic pricing
- d) Seasonal pricing

15) Digital marketing primarily aims to:

- a) Increase physical store visits
- b) Influence customers' online actions
- c) Decrease global reach
- d) Minimize advertising efforts



16) A private e-marketplace is characterized by:

- a) Open access to all buyers and sellers
- b) Managed by a single company
- c) Only for digital products
- d) Excludes online transactions

17) Which of the following helps businesses build customer trust in digital marketing?

- a) Limited product options
- b) Social media interactions
- c) Higher advertising costs
- d) Offline advertisements

18) The Internet of Things (IoT) enhances marketing by:

- a) Reducing data collection
- b) Offering personalized customer experiences
- c) Limiting digital communication
- d) Increasing physical store sales

19) E-business goes beyond e-commerce by including:

- a) Only online sales
- b) Marketing and customer service activities
- c) In-store promotions
- d) Physical inventory checks

20) A key benefit of using digital marketing for small businesses is:

- a) Increased printing costs
- b) Higher advertising fees
- c) Cost-effectiveness
- d) Limited customer engagement



21) Marketspaces differ from traditional marketplaces by:

- a) Involving only physical transactions
- b) Using electronic transactions
- c) Requiring in-person negotiations
- d) Excluding digital products

22) Which tool is commonly used to measure digital marketing success?

- a) TV ratings
- b) Printed ads
- c) Google Analytics
- d) Newspaper reviews

23) A storefront in a B2C e-marketplace typically belongs to:

- a) A third-party intermediary
- b) A single company selling products or services
- c) A physical mall
- d) A government entity

24) Which aspect of digital business differentiates it from traditional e-business?

- a) Use of manual processes
- b) Integration of smart, connected devices
- c) Physical product delivery
- d) Local market focus only

25) E-commerce focuses mainly on:

- a) Offline sales activities
- b) Online buying and selling of products
- c) Customer support via phone
- d) Physical inventory management



26) The term 'pure-play organization' refers to:

- a) Physical-only businesses
- b) Digital-only businesses
- c) Companies using mixed strategies
- d) Offline retailers

27) Which is a key characteristic of public e-marketplaces?

- a) Exclusive access for select buyers
- b) Open to many sellers and buyers
- c) Operated by a single retailer
- d) Offers only physical products

28) Digital marketing helps companies reach customers through:

- a) Print media only
- b) Search engines, social media, and email
- c) Direct mail campaigns
- d) In-person sales meetings

29) The main focus of e-business is to:

- a) Only generate online sales
- b) Use internet technologies to enhance all business processes
- c) Limit the scope of customer interactions
- d) Avoid digital marketing

30) Digital goods are preferred for their:

- a) High physical storage needs
- b) Easy electronic delivery
- c) Limited market demand
- d) High shipping costs



31) Which of the following best describes a brick-and-mortar organization?

- a) Purely digital operations
- b) Physical products, processes, and delivery
- c) Uses both online and offline strategies
- d) Primarily virtual business

32) Which of the following is a characteristic of dynamic pricing?

- a) Prices remain constant regardless of demand
- b) Prices vary based on market conditions
- c) Prices are fixed seasonally
- d) Prices are based on product weight

33) A pure-play organization refers to a company that:

- a) Operates only physical stores
- b) Has both online and offline presence
- c) Operates entirely online
- d) Offers only tangible goods

34) Which of the following is an example of a digital marketplace?

- a) Local grocery store
- b) Online e-mall
- c) In-person auction house
- d) Printed catalog retailer

35) Which of the following is NOT a benefit of e-business?

- a) Increased physical infrastructure costs
- b) Enhanced customer service capabilities
- c) Faster order processing
- d) Broader market reach

36) Digital goods often face issues related to:

- a) Limited online demand
- b) Intellectual property protection
- c) High transportation costs
- d) Difficulty in storing products



37) In a marketplace, the back end includes:

- a) Customer search engines
- b) Order fulfillment and inventory management
- c) Social media marketing
- d) Advertising platforms

38) Which feature differentiates an e-business from traditional businesses?

- a) Exclusive use of offline advertising
- b) Integration of ICT in operations
- c) Higher reliance on in-store promotions
- d) Only physical transactions

39) Which aspect of digital marketing helps in building brand reputation?

- a) Ignoring customer feedback
- b) Offering consistent digital experiences
- c) Limiting online presence
- d) High-cost television ads

40) The front end of a marketplace includes:

- a) Inventory management
- b) Payment gateway and customer interface
- c) Supplier coordination
- d) Product packaging

41) A digital storefront typically belongs to:

- a) A brick-and-mortar store
- b) An online business
- c) A government agency
- d) A local newspaper



42) Which of the following helps companies track digital marketing performance?

- a) Printed marketing reports
- b) Social media insights
- c) Door-to-door surveys
- d) Radio broadcasts

43) The main objective of Conversion Rate Optimization (CRO) is to:

- a) Lower website traffic
- b) Increase visitor engagement and conversions
- c) Decrease product availability
- d) Focus solely on social media followers

44) Which factor is essential for successful digital marketing?

- a) Ignoring customer data
- b) Consistent online engagement
- c) High-cost physical advertisements
- d) Limited social media presence

45) Which of the following is a key characteristic of digital marketing?

- a) High printing costs
- b) Real-time engagement with customers
- c) Only local customer reach
- d) In-person sales meetings

46) Which of the following describes a virtual organization?

- a) Operates through both physical and online stores
- b) Uses only physical locations for sales
- c) Operates entirely in the digital space
- d) Has no online presence



47) Digital marketing is preferred over traditional marketing because it:

- a) Requires printed advertisements
- b) Allows for precise targeting of customers
- c) Is limited to physical store customers
- d) Excludes the use of social media

48) Digital marketing can help businesses by:

- a) Reducing their online presence
- b) Increasing customer engagement and loyalty
- c) Limiting customer interactions
- d) Focusing only on local customers

49) Which of the following describes a buy-side e-marketplace?

- a) A platform where multiple sellers compete
- b) A marketplace managed by a single company for purchasing needs
- c) An open marketplace for all buyers
- d) A traditional physical store

50) Which marketing method allows businesses to reach customers globally with ease?

- a) Traditional print ads
- b) Digital marketing
- c) Door-to-door sales
- d) Billboard advertising

51) Which of the following best explains the role of intermediaries in a marketplace?

- a) Directly selling products to customers
- b) Facilitating transactions between buyers and sellers
- c) Managing physical store inventory
- d) Limiting the types of products available



52) Which company is a well-known example of a digital-only business?

- a) Target
- b) Netflix
- c) Walmart
- d) Best Buy

53) A storefront in an e-marketplace typically offers:

- a) Only physical goods
- b) Digital goods and services
- c) Government services
- d) Local advertisements only

54) Digital marketing is less cost-effective than traditional marketing.

- a) True
- b) False

55) Click-and-mortar businesses combine both digital and physical operations.

- a) True
- b) False

56) Dynamic pricing remains constant regardless of market conditions.

- a) True
- b) False

57) E-business refers only to online sales activities.

- a) True
- b) False

58) Conversion Rate Optimization (CRO) aims to increase the number of visitors who make a purchase.

- a) True
- b) False

59) A pure-play organization operates both online and offline stores.

- a) True
- b) False

60) Digital goods can be delivered electronically without physical shipping.

- a) True
- b) False

61) A public e-marketplace is open to many buyers and sellers.

- a) True
- b) False



62) The Internet of Things (IoT) has no impact on digital marketing strategies.

a) True

b) False

63) Intellectual property protection is a major concern for digital goods.

a) True

b) False

64) Google Analytics is used to measure the success of digital marketing campaigns.

a) True

b) False

65) Digital marketing has a limited global reach compared to traditional marketing.

a) True

b) False

66) The front end of a marketplace includes customer interaction tools and payment gateways.

a) True

b) False

67) A private e-marketplace is managed by an independent third party and open to all buyers.

a) True

b) False

68) E-business involves integrating technology across all business operations, not just sales.

a) True

b) False

69) E-commerce only includes transactions for digital goods.

a) True

b) False

70) Digital marketing helps businesses interact with their customers in real-time.

a) True

b) False

71) The back end of a business focuses on customer-facing activities only.

a) True

b) False

72) Pure-play organizations have no physical stores and operate entirely online.

a) True

b) False



73) Digital marketing strategies do not include social media advertising.

a) True

b) False

74) E-business can help reduce operational costs by using internet technologies.

a) True

b) False

75) A digital good like an e-book requires physical delivery to customers.

a) True

b) False

76) Digital business focuses on using connected devices to enhance customer experiences.

a) True

b) False

77) Social media platforms are not effective tools for digital marketing.

a) True

b) False

78) The back end of a marketplace includes activities like order processing and supplier coordination.

a) True

b) False

79) An online storefront is an example of a click-and-mortar business model.

a) True

b) False

80) E-business strategies can include customer service, supply chain management, and sales processes.

a) True

b) False

81) Digital goods like music files are examples of products that can be easily pirated.

a) True

b) False

82) Digital goods can be easily copied and shared, leading to issues of piracy.

a) True

b) False

83) E-commerce is a subset of e-business.

a) True

b) False



84) A click-and-mortar organization does not have any physical store locations.

a) True

b) False

85) The primary goal of digital marketing is to increase offline store traffic.

a) True

b) False



Model Answer Chapter 2

1. b) Company sells directly to qualified buyers
2. c) Reach global customers
3. c) Combine both digital and physical operations
4. c) Turning visitors into customers
5. b) Track and measure campaign effectiveness
6. b) Integration of technology in all business operations
7. c) Online downloads
8. a) Higher menu costs
9. c) Internet of Things (IoT)
10. b) Intellectual property protection
11. b) Customer-facing interfaces
12. c) Inventory warehouses
13. b) E-book
14. c) Dynamic pricing
15. b) Influence customers' online actions
16. b) Managed by a single company
17. b) Social media interactions
18. b) Offering personalized customer experiences
19. b) Marketing and customer service activities
20. c) Cost-effectiveness
21. b) Using electronic transactions
22. c) Google Analytics
23. b) A single company selling products or services
24. b) Integration of smart, connected devices
25. b) Online buying and selling of products
26. b) Digital-only businesses
27. b) Open to many sellers and buyers
28. b) Search engines, social media, and email
29. b) Use internet technologies to enhance all business processes
30. b) Easy electronic delivery
31. b) Physical products, processes, and delivery
32. b) Prices vary based on market conditions
33. c) Operates entirely online
34. b) Online e-mail
35. a) Increased physical infrastructure costs
36. b) Intellectual property protection
37. b) Order fulfillment and inventory management



38. b) Integration of ICT in operations
39. b) Offering consistent digital experiences
40. b) Payment gateway and customer interface
41. b) An online business
42. b) Social media insights
43. b) Increase visitor engagement and conversions
44. b) Consistent online engagement
45. b) Real-time engagement with customers
46. c) Operates entirely in the digital space
47. b) Allows for precise targeting of customers
48. b) Increasing customer engagement and loyalty
49. b) A marketplace managed by a single company for purchasing needs
50. b) Digital marketing
51. b) Facilitating transactions between buyers and sellers
52. b) Netflix
53. b) Digital goods and services
54. b) False
55. a) True
56. b) False
57. b) False
58. a) True
59. b) False
60. a) True
61. a) True
62. b) False
63. a) True
64. a) True
65. b) False
66. a) True
67. b) False
68. a) True
69. b) False
70. a) True
71. b) False
72. a) True
73. b) False
74. a) True
75. b) False



76. a) True

77. b) False

78. a) True

79. b) False

80. a) True

81. a) True

82. a) True

83. a) True

84. b) False

85. b) False



Revision Dr. Yehia on Chapter 1 & 2

1) E- Commerce refers to the buying and selling of using internet.

- a) goods
- b) services
- c) a and b
- d) None of them

2) requires the use of multiple websites, CRM, ERP that connect different business processes.

- a) E- business
- b) E- commerce
- c) Traditional commerce
- d) None

3) Buying an e-book from amazon is

- a) pure e- commerce
- b) partial e- commerce
- c) a and b
- d) None

4) Each block in the block chain technology has the following attribute.

- a) Data
- b) Hash
- c) Hash of previous block
- d) All of them

5) involves the use of internet, intranet or extranet.

- a) E- commerce
- b) Traditional commerce
- c) E- business
- d) None



6) E-commerce stands for

a) electronic commerce

b) Traditional commerce

7) When the seller and the buyer are both business firms it's called

a) B2B

b) B2C

c) C2B

d) C2C

8) Which type of e- commerce focuses on consumers dealing with each other.

a) B2B

b) B2C

c) C2B

d) C2C

9) In marketers can easily reach their target local audience.

a) Traditional commerce

b) E- commerce

c) Digital marketing

d) None

10) marketing companies can analyze, understand what exactly there customers are looking for or what they expected.

a) Digital

b) Traditional

c) a and b

d) None

11) What can E- commerce offer

a) noncash payment

b) improved sales

c) a and b

d) None



12) Electronic shopping card is an order processing technology that allows customers to accumulate items they wish to buy while continue to shop.

a) True

b) False

13) Using E- commerce orders for the products can be generated anytime, anywhere without human interacting.

a) True

b) False

14) Digital marketing differ from traditional marketing in builds brand reputation and lets companies be prepared for the IoT.

a) True

b) False

15) E- business require for only the use of website.

a) True

b) False



Model Answer Rev. on Ch 1&2

1. c) a and b
2. a) E- business
3. a) pure e- commerce
4. d) All of them
5. c) E- business
6. a) electronic commerce
7. a) B2B
8. d) C2C
9. a) Traditional commerce
10. a) Digital
11. c) a and b
12. a) True
13. a) True
14. a) True
15. b) False



Chapter 3

1) What does HTTPS signify in e-commerce?

- a) A secure connection
- b) A standard HTTP protocol
- c) A server address
- d) None of the above

2) Which e-commerce model involves individuals selling goods to companies?

- a) B2B
- b) B2C
- c) C2B
- d) C2C

3) In the B2B e-commerce model, what is the role of EDI?

- a) Payment processing
- b) Inter-organizational exchange of business documents
- c) Advertising to consumers
- d) Order tracking

4) Which characteristic is unique to B2C compared to B2B?

- a) Shorter decision-making process
- b) Larger number of stakeholders
- c) Long-term relationships
- d) Greater technical expertise

5) What type of intermediary focuses on a specific industry?

- a) Horizontal marketplaces
- b) Vertical marketplaces
- c) Generalized e-malls
- d) Specialized e-malls



6) What is the function of a shopping cart in e-commerce?

- a) Advertises products
- b) Facilitates customer orders
- c) Stores user data
- d) Tracks shipment

7) What is a key feature of m-commerce?

- a) Transactions conducted via desktops
- b) Use of handheld devices
- c) Dependence on physical stores
- d) Limited global accessibility

8) Which B2B model is driven by the supplier?

- a) Buyer-oriented marketplace
- b) Intermediary-oriented marketplace
- c) Supplier-oriented marketplace
- d) Virtual corporation

9) What does disintermediation in e-commerce refer to?

- a) Adding new layers of intermediaries
- b) Direct transactions between producers and consumers
- c) Eliminating technical standards
- d) Restricting customer access

10) How is customer satisfaction typically enhanced in B2C e-commerce?

- a) Lowering product prices
- b) Offering longer warranties
- c) Providing excellent customer service
- d) Avoiding advertisements

11) What is an example of C2G e-commerce?

- a) Paying taxes online
- b) Shopping for electronics
- c) Selling products to a company
- d) None of the above



12) What is the primary purpose of a back-end information system?

- a) Encrypt user data
- b) Manage business data
- c) Provide user interfaces
- d) Connect payment gateways

13) In B2C, what is an electronic shopping mall?

- a) A physical store chain
- b) A collection of electronic stores
- c) A type of payment gateway
- d) A secure server

14) Which is an essential infrastructure for e-commerce?

- a) Internet
- b) Tax regulations
- c) Consumer behavior analysis
- d) Physical distribution channels

15) What feature defines an electronic broker?

- a) Fulfillment of customer orders
- b) Introduction of suppliers to buyers
- c) Inventory management
- d) Customer care services

16) What is a characteristic of direct marketing in B2C?

- a) Use of intermediaries
- b) Sole reliance on electronic brokers
- c) Selling products directly to customers
- d) Dependence on physical advertising

17) Which key technology connects external business partners to a limited part of the intranet?

- a) Internet
- b) Intranet
- c) Extranet
- d) VPN



18) What type of e-commerce involves transactions between businesses and public administration?

- a) B2B
- b) C2A
- c) B2A
- d) C2C

19) Which e-commerce feature ensures compatibility across networks?

- a) Legal frameworks
- b) Technical standards
- c) Public policy
- d) Marketing strategies

20) What is the role of secure server connections?

- a) Simplifying website navigation
- b) Encrypting customer data
- c) Reducing transaction fees
- d) Improving product delivery

21) What defines partial marketing in B2C?

- a) Using only physical stores
- b) Selling exclusively online
- c) Combining online and physical stores
- d) Avoiding third-party platforms

22) Which e-commerce feature removes intermediary layers?

- a) Re-intermediation
- b) Disintermediation
- c) Supplier-oriented marketplace
- d) Horizontal marketplace



23) What does “proactive strategic posture” mean in cyber marketing?

- a) Focus on traditional channels
- b) Primary reliance on Internet-based distribution
- c) Dependence on intermediaries
- d) Limiting global marketing

24) What is a common characteristic of B2B e-commerce?

- a) Short decision-making processes
- b) Long-term relationships
- c) Emotional connection with buyers
- d) Low investment in infrastructure

25) Which e-commerce model involves a third-party platform for consumer transactions?

- a) B2B
- b) C2C
- c) B2G
- d) C2B

26) Which type of electronic shopping mall deals exclusively with a specific category of items?

- a) Generalized e-malls
- b) Specialized e-malls
- c) Horizontal marketplaces
- d) Electronic distributors

27) What defines re-intermediation?

- a) Eliminating intermediaries
- b) Introducing new electronic intermediaries
- c) Reducing competition
- d) Merging existing intermediaries



28) What is the role of the payment gateway in e-commerce?

- a) Managing inventory
- b) Handling financial transactions securely
- c) Delivering products
- d) Enhancing customer relationships

29) Which technology supports inter-organizational document exchange in B2B?

- a) ERP
- b) EDI
- c) Extranet
- d) VPN

30) Which aspect is crucial for success in B2C e-commerce?

- a) Strong consumer behavior analysis
- b) Integration of ERP systems
- c) Use of intranet platforms
- d) Long-term buyer relationships

31) What distinguishes full cyber marketing from partial marketing?

- a) Exclusive reliance on online platforms
- b) Use of intermediaries
- c) Combining physical and online stores
- d) Avoiding direct-to-consumer marketing

32) Which of the following best describes the B2B2C model?

- a) Consumers providing feedback to businesses
- b) Businesses acting as intermediaries for other businesses to reach consumers
- c) Businesses competing for government contracts
- d) Consumers selling goods directly to other consumers



33) What is a significant challenge in global B2C e-commerce?

- a) Limited product quality
- b) High advertisement costs
- c) Legal and logistical boundaries
- d) Lack of skilled personnel

34) How does an extranet benefit e-commerce?

- a) Provides secure external access to partners
- b) Eliminates intermediaries
- c) Reduces delivery costs
- d) Enhances customer relationships

35) What feature is common to electronic distributors?

- a) Handling order fulfillment
- b) Introducing suppliers to buyers
- c) Managing physical inventory
- d) Conducting consumer surveys

36) What is a primary feature of consumer-to-consumer (C2C) e-commerce?

- a) Businesses selling directly to consumers
- b) Consumers trading goods via a platform
- c) Companies outsourcing services
- d) Public administration transactions

37) Which characteristic defines horizontal marketplaces?

- a) Industry-specific focus
- b) Broad, cross-industry services
- c) Limited consumer access
- d) Specialized product offerings

38) How can a virtual corporation achieve excellence?

- a) By focusing solely on online markets
- b) By leveraging core competencies of all partners
- c) By eliminating all intermediaries
- d) By standardizing product offerings



39) What does "reactive strategic posture" imply in cyber marketing?

- a) Prioritizing Internet channels
- b) Maintaining traditional distribution as the primary channel
- c) Investing heavily in online infrastructure
- d) Avoiding physical store operations

40) Which factor limits regional marketing in B2C?

- a) Legal restrictions
- b) Language differences
- c) High shipping costs
- d) All of the above

41) What is the role of public policy in e-commerce?

- a) Ensuring universal access
- b) Managing customer relationships
- c) Advertising products effectively
- d) Standardizing shopping cart software

42) Which e-commerce classification focuses on transactions between government and businesses?

- a) B2B
- b) B2G
- c) C2G
- d) B2C

43) Which e-commerce model uses handheld devices as a primary tool?

- a) B2B
- b) C2B
- c) M-commerce
- d) B2G



44) Which model incorporates electronic transactions between citizens and governments?

- a) B2A
- b) C2G
- c) M-commerce
- d) C2B

45) How does an extranet facilitate B2B communication?

- a) By providing secure internal networking
- b) By connecting businesses with external partners
- c) By eliminating data redundancies
- d) By increasing advertisement reach

46) Which type of e-commerce focuses on selling products directly to end-users?

- a) B2B
- b) C2B
- c) B2C
- d) B2G

47) Which factor enhances customer satisfaction in B2C?

- a) Strong intranet integration
- b) Effective after-sales support
- c) Minimal advertising
- d) Low-cost product options

48) HTTPS ensures secure data transfer in e-commerce.

- a) True
- b) False

49) Disintermediation refers to adding layers of intermediaries in e-commerce.

- a) True
- b) False

50) M-commerce involves transactions conducted through mobile devices.

- a) True
- b) False

51) In a buyer-oriented marketplace, the buyer hosts the platform.

- a) True
- b) False



52) Consumer-to-government (C2G) e-commerce involves businesses selling to governments.

a) True

b) False

53) EDI is an essential technology for document exchange in B2B e-commerce.

a) True

b) False

54) A shopping cart is used for managing after-sales support in e-commerce.

a) True

b) False

55) Horizontal marketplaces focus on specific industries.

a) True

b) False

56) Public policy in e-commerce ensures universal access and privacy.

a) True

b) False

57) B2C transactions typically require long-term relationships between sellers and buyers.

a) True

b) False

58) Re-intermediation eliminates intermediaries in e-commerce.

a) True

b) False

59) Specialized e-malls deal with a variety of product categories.

a) True

b) False

60) Payment gateways ensure financial data is transferred securely between buyer and seller.

a) True

b) False

61) Intranet is used to connect external partners to an organization's network.

a) True

b) False

62) C2C e-commerce involves transactions between businesses and consumers.

a) True

b) False



63) A proactive strategic posture focuses on maximizing benefits from online distribution channels.

a) True

b) False

64) Full cyber marketing relies solely on Internet-based platforms for sales.

a) True

b) False

65) Disintermediation directly connects producers to consumers.

a) True

b) False

66) Generalized e-mails focus on a single category of products.

a) True

b) False

67) Reactive strategic posture prioritizes traditional distribution methods.

a) True

b) False

68) Buyer-oriented marketplaces allow buyers to invite suppliers to bid.

a) True

b) False

69) Payment gateways connect websites to banking networks.

a) True

b) False

70) E-commerce ensures compatibility across networks using technical standards.

a) True

b) False

71) Extranet connects internal employees within an organization.

a) True

b) False

72) Partial marketing combines online and offline sales approaches.

a) True

b) False

73) Customer service websites enhance B2C customer satisfaction.

a) True

b) False

74) B2G e-commerce includes selling products to government entities.

a) True

b) False



Model Answer Chapter 3

1. a) A secure connection
2. c) C2B
3. b) Inter-organizational exchange of business documents
4. a) Shorter decision-making process
5. b) Vertical marketplaces
6. b) Facilitates customer orders
7. b) Use of handheld devices
8. c) Supplier-oriented marketplace
9. b) Direct transactions between producers and consumers
10. c) Providing excellent customer service
11. a) Paying taxes online
12. b) Manage business data
13. b) A collection of electronic stores
14. a) Internet
15. b) Introduction of suppliers to buyers
16. c) Selling products directly to customers
17. c) Extranet
18. c) B2A
19. b) Technical standards
20. b) Encrypting customer data
21. c) Combining online and physical stores
22. b) Disintermediation
23. b) Primary reliance on Internet-based distribution
24. b) Long-term relationships
25. b) C2C
26. b) Specialized e-mails
27. b) Introducing new electronic intermediaries
28. b) Handling financial transactions securely
29. b) EDI
30. a) Strong consumer behavior analysis
31. a) Exclusive reliance on online platforms
32. b) Businesses acting as intermediaries for other businesses to reach consumers
33. c) Legal and logistical boundaries
34. a) Provides secure external access to partners
35. a) Handling order fulfillment
36. b) Consumers trading goods via a platform
37. b) Broad, cross-industry services



38. b) By leveraging core competencies of all partners
39. b) Maintaining traditional distribution as the primary channel
40. d) All of the above
41. a) Ensuring universal access
42. b) B2G
43. c) M-commerce
44. b) C2G
45. b) By connecting businesses with external partners
46. c) B2C
47. b) Effective after-sales support
48. a) True
49. b) False
50. a) True
51. a) True
52. b) False
53. a) True
54. b) False
55. b) False
56. a) True
57. b) False
58. b) False
59. b) False
60. a) True
61. b) False
62. b) False
63. a) True
64. a) True
65. a) True
66. b) False
67. a) True
68. a) True
69. a) True
70. a) True
71. b) False
72. a) True
73. a) True
74. a) True



Chapter 4

1) What is a key advantage of e-auctions compared to traditional auctions?

- a) Limited accessibility
- b) High commission costs
- c) Real-time bid status visibility
- d) Requirement for physical presence

2) Which platform is primarily used for internal business communication?

- a) Internet
- b) Intranet
- c) Extranet
- d) E-auction

3) What is a significant benefit of electronic payment systems?

- a) Increased paperwork
- b) Reduced transaction costs
- c) Lengthy processing times
- d) Manual data entry

4) What distinguishes a forward auction?

- a) A buyer solicits bids from sellers
- b) A single seller offers goods to multiple buyers
- c) Sellers compete for a buyer's order
- d) Limited to corporate transactions

5) What is the primary function of portals in e-commerce?

- a) Processing financial transactions
- b) Facilitating auctions
- c) Generating revenue through ad placement
- d) Selling physical products directly



6) Which type of auction is commonly used for procurement?

- a) Forward auction
- b) Reverse auction
- c) E-tailer auction
- d) Service auction

7) What is the purpose of extranets in e-commerce?

- a) Provide access to external partners
- b) Manage internal communication
- c) Host e-auctions
- d) Facilitate consumer transactions

8) Which e-commerce model describes a digital environment where buyers and sellers meet?

- a) Market creator
- b) Content provider
- c) Portal
- d) Service provider

9) What characterizes a transaction broker?

- a) Offers intellectual property
- b) Processes transactions for customers
- c) Provides a centralized platform for collaboration
- d) Enables team communication

10) Which auction type involves buyers bidding the price upward?

- a) Reverse auction
- b) Forward auction
- c) Traditional auction
- d) Private auction



11) What is the main advantage of e-auctions for buyers?

- a) Increased commission fees
- b) Faster negotiation time
- c) Greater product exclusivity
- d) Manual auction tracking

12) Which platform is best suited for corporate internal management?

- a) Internet
- b) Intranet
- c) Extranet
- d) Auction sites

13) What is the primary role of content providers in e-commerce?

- a) Selling physical products
- b) Providing intellectual property
- c) Processing consumer transactions
- d) Facilitating B2B communication

14) Which revenue model charges customers for premium services?

- a) Advertising
- b) Subscription
- c) Transaction fee
- d) Affiliate

15) What defines the role of service providers in e-commerce?

- a) Selling products online
- b) Offering online services
- c) Hosting intranet platforms
- d) Facilitating electronic payments

16) What is the main goal of an affiliate revenue model?

- a) Earn revenue through referrals
- b) Provide subscription services
- c) Sell digital content
- d) Charge transaction fees



17) What is a limitation of traditional auctions?

- a) Transparency in pricing
- b) Physical presence requirement
- c) Online accessibility
- d) Low commissions

18) What role do market creators play in e-commerce?

- a) Sell products directly to consumers
- b) Provide a platform for buyer-seller interaction
- c) Process financial transactions
- d) Store intellectual property

19) Which auction type involves multiple sellers bidding for a buyer's order?

- a) Forward auction
- b) Reverse auction
- c) Traditional auction
- d) Content auction

20) What is a feature of intranets?

- a) Accessible by external users
- b) Private networks for employees
- c) Host public auctions
- d) Facilitate consumer transactions

21) What is a primary benefit of e-payment systems for businesses?

- a) Increased manual processing
- b) Enhanced market expansion
- c) Reduced user engagement
- d) Decreased transaction speed

22) What distinguishes e-tailers from traditional retailers?

- a) Exclusive reliance on physical stores
- b) Online inventory and ordering
- c) Higher advertising costs
- d) Limited product offerings



23) What defines forward auctions?

- a) Sellers compete for a buyer's order
- b) Buyers bid for a seller's goods
- c) Limited to private companies
- d) Exclusively consumer-focused

24) What is a characteristic of e-payment systems?

- a) Paper-based transactions
- b) Automated financial exchanges
- c) Manual approval processes
- d) Slow transaction speed

25) Which e-commerce model is focused on hosting digital content?

- a) Content provider
- b) E-tailer
- c) Service provider
- d) Transaction broker

26) Which e-commerce platform primarily focuses on business-to-business communication?

- a) Extranet
- b) E-auction
- c) Internet
- d) Intranet

27) What feature distinguishes e-auctions from traditional auctions?

- a) Physical presence requirement
- b) Real-time bid tracking
- c) Limited participant access
- d) High commission costs



28) What is a key advantage of e-payment systems for consumers?

- a) Enhanced security and efficiency
- b) Increased manual intervention
- c) Restricted access to transactions
- d) Reduced market accessibility

29) Which platform is best suited for hosting business content centrally?

- a) Intranet
- b) Internet
- c) E-auction
- d) Marketplaces

30) E-auctions provide real-time visibility of bid status.

- a) True
- b) False

31) Intranets are private networks accessible only by an organization's employees.

- a) True
- b) False

32) Reverse auctions involve buyers bidding the price upward.

- a) True
- b) False

33) Electronic payment systems are less efficient than manual payments.

- a) True
- b) False

34) Market creators provide platforms for buyers and sellers to interact digitally.

- a) True
- b) False

35) Forward auctions are designed for buyers to compete for sellers' goods.

- a) True
- b) False

36) Content providers focus on selling physical products online.

- a) True
- b) False



37) Smart cards store financial information securely for electronic payments.

a) True

b) False

38) Extranets allow controlled access to authorized external users.

a) True

b) False

39) Subscription models charge users for premium content or services.

a) True

b) False

40) E-tailers only sell intangible services.

a) True

b) False

41) Forward auctions are commonly used for procurement.

a) True

b) False

42) Extranets are safer than public internet platforms for business communication.

a) True

b) False

43) Reverse auctions involve multiple sellers bidding for a buyer's order.

a) True

b) False

44) Intranets facilitate collaboration within organizations.

a) True

b) False

45) E-auctions require participants to be physically present.

a) True

b) False

46) Content providers include intellectual property as their primary offering.

a) True

b) False

47) Transaction brokers save users time and money by centralizing services.

a) True

b) False

48) Electronic payment systems are primarily used for manual transactions.

a) True

b) False

49) Forward auctions focus on driving down prices for goods and services.

a) True

b) False



50) Advertising revenue models rely on charging for displayed advertisements.

a) True

b) False

51) Reverse auctions typically result in price competition among buyers.

a) True

b) False

52) Credit cards are an example of an electronic payment method.

a) True

b) False

53) Transaction brokers are commonly used in financial and travel services.

a) True

b) False



Model Answer Chapter 4

1. c) Real-time bid status visibility
2. b) Intranet
3. b) Reduced transaction costs
4. b) A single seller offers goods to multiple buyers
5. c) Generating revenue through ad placement
6. b) Reverse auction
7. a) Provide access to external partners
8. a) Market creator
9. b) Processes transactions for customers
10. b) Forward auction
11. b) Faster negotiation time
12. b) Intranet
13. b) Providing intellectual property
14. b) Subscription
15. b) Offering online services
16. a) Earn revenue through referrals
17. b) Physical presence requirement
18. b) Provide a platform for buyer-seller interaction
19. b) Reverse auction
20. b) Private networks for employees
21. b) Enhanced market expansion
22. b) Online inventory and ordering
23. b) Buyers bid for a seller's goods
24. b) Automated financial exchanges
25. a) Content provider
26. a) Extranet
27. b) Real-time bid tracking
28. a) Enhanced security and efficiency
29. a) Intranet
30. a) True
31. a) True
32. b) False
33. b) False
34. a) True
35. a) True
36. b) False
37. a) True



38. a) True

39. a) True

40. b) False

41. b) False

42. a) True

43. a) True

44. a) True

45. b) False

46. a) True

47. a) True

48. b) False

49. b) False

50. a) True

51. b) False

52. a) True

53. a) True



Chapter 5

1) What is a key characteristic of mobile computing?

- a) Restricted to fixed geographic locations
- b) Enables access while mobile
- c) Operates only through wired connections
- d) Limited to desktop devices

2) Which hardware device is commonly associated with mobile computing?

- a) Desktop PCs
- b) Smartphones
- c) Mainframe computers
- d) CRT monitors

3) What type of mobility allows users to switch devices while maintaining service?

- a) Network mobility
- b) Device mobility
- c) Service mobility
- d) Host mobility

4) What infrastructure is commonly used in mobile computing to transmit data?

- a) Wired cables
- b) Fiber-optic lines
- c) Radio waves
- d) LAN networks

5) What is a benefit of mobile computing for businesses?

- a) Fixed processing times
- b) Enhanced location constraints
- c) Streamlining business processes
- d) Increased paperwork



6) What is the core function of mobile software in computing?

- a) Manufacturing devices
- b) Ensuring session mobility
- c) Limiting user connectivity
- d) Increasing device weight

7) Which mobile computing benefit relates to entertainment?

- a) Faster file downloads
- b) News and streaming access on the move
- c) Increased battery life
- d) Limited device compatibility

8) What does the overlay infrastructure in mobile computing use to transmit signals?

- a) Physical cables
- b) Optical fiber
- c) Unguided media
- d) Ethernet connections

9) Which application is an example of mobile commerce (m-commerce)?

- a) File sharing via LAN
- b) Purchasing products via smartphones
- c) Running desktop apps
- d) Connecting devices using cables

10) Which component enables wireless data transmission in mobile computing?

- a) Ethernet cables
- b) Satellite systems
- c) Thermal printers
- d) Mechanical keyboards



11) What is an essential feature of user mobility?

- a) Services are tied to a single device
- b) Users can move between locations while maintaining service
- c) Communication is restricted to one network
- d) Access is limited to specific areas

12) What type of commerce is m-commerce considered as?

- a) An upgraded version of e-commerce
- b) A downgraded form of traditional commerce
- c) Exclusive to LAN networks
- d) Dependent on physical stores

13) What is a major advantage of mobile computing for employees?

- a) Limited access to tools
- b) Enhances productivity on the move
- c) Reduces bandwidth for streaming
- d) Restricts geographic reach

14) What is a characteristic of mobile hardware?

- a) Built for stationary use
- b) Includes smartphones and tablets
- c) Operates exclusively on LANs
- d) Limited to text processing

15) What mobility type allows session continuation across environments?

- a) User mobility
- b) Session mobility
- c) Network mobility
- d) Device mobility

16) What defines a mobile computing environment?

- a) Fixed infrastructure
- b) Physical connectivity
- c) Supports user and network mobility
- d) Limited data capture capabilities



17) Which benefit of mobile computing impacts business operations?

- a) Time savings and productivity enhancement
- b) Increased dependency on paper-based processes
- c) Restriction to wired connections
- d) Higher communication delays

18) What distinguishes m-commerce from traditional e-commerce?

- a) Uses wireless telecommunications networks
- b) Operates only on desktops
- c) Dependent on fixed geographic locations
- d) Limited to warehousing activities

19) What type of mobility ensures seamless service across networks?

- a) Session mobility
- b) Device mobility
- c) Service mobility
- d) Network mobility

20) What is a notable trend in mobile computing?

- a) Decline in mobile device usage
- b) Increase in advanced features for devices
- c) Reduction in storage capacities
- d) Elimination of wireless communication

21) What is a key aspect of mobile e-business applications?

- a) Restricted to small enterprises
- b) Integration of mobile CRM solutions
- c) Excludes location-sensitive apps
- d) Limited to email communication

22) How has mobile computing impacted job opportunities?

- a) Limited roles for IT professionals
- b) Created new opportunities in IT services
- c) Reduced demand for wireless technologies
- d) Eliminated the need for mobile developers



23) What defines mobile commerce (m-commerce)?

- a) Transactions using mobile devices over wireless networks
- b) Dependent on wired infrastructure
- c) Limited to local area networks
- d) Based solely on voice communication

24) Mobile computing enables users to access resources while being mobile.

- a) True
- b) False

25) Smartphones are the only hardware used in mobile computing.

- a) True
- b) False

26) Device mobility allows users to switch between devices while maintaining service.

- a) True
- b) False

27) Mobile computing relies exclusively on physical connectivity.

- a) True
- b) False

28) Radio waves are commonly used in mobile computing for data transmission.

- a) True
- b) False

29) Mobile computing eliminates the need for satellite communication.

- a) True
- b) False

30) Positional commerce (p-commerce) is a form of mobile commerce.

- a) True
- b) False

31) Mobile computing has no impact on job opportunities in IT.

- a) True
- b) False

32) M-commerce is an upgraded version of e-commerce.

- a) True
- b) False

33) Service mobility allows users to switch between services seamlessly.

- a) True
- b) False



34) Network mobility ensures users can switch networks without losing service.

a) True

b) False

35) Mobile computing is restricted to specific geographic locations.

a) True

b) False

36) T-commerce refers to transactions conducted via television.

a) True

b) False

37) Unguided media is not used in mobile computing.

a) True

b) False

38) Mobile computing applications only support communication, not business processes.

a) True

b) False

39) Mobile computing enhances productivity by saving time.

a) True

b) False

40) Voice commerce (v-commerce) uses voice commands for transactions.

a) True

b) False

41) Host mobility refers to the movement of users as clients or servers.

a) True

b) False

42) Mobile hardware is designed for stationary use.

a) True

b) False

43) Mobile computing requires constant connectivity to a single network.

a) True

b) False

44) Session mobility allows sessions to transfer between user environments.

a) True

b) False

45) News and streaming entertainment are benefits of mobile computing.

a) True

b) False



46) Mobile computing is restricted to email.

a) True

b) False

47) Specialized apps in mobile computing include wireless sensor networks.

a) True

b) False

48) Mobile computing applications are limited to consumer services.

a) True

b) False

49) Network mobility ensures a seamless experience across different networks.

a) True

b) False

Dr. Yehia T/F on Chapter 5

50) Mobile computing is a set of IT technology, products, services and operational strategies and the procedures that enable end users to gain access to computation, information and related sources and capabilities while mobile.

a) True

b) False

51) Data systems are defined so that there is no collision with existing system sending or receiving similar kinds of data.

a) True

b) False

52) E-commerce was about trading products and services via the Internet and the other computer networks and electronic systems.

a) True

b) False

53) Mobile hardware includes smartphones, PDAs, tablets, tablets PC's.

a) True

b) False

54) One of the main advantages of using mobile computing is that there is no location constraint.

a) True

b) False



55) E-commerce was broadly referred to as conducting business on the Internet.

a) True

b) False

56) E-commerce uses Intranet or extranet.

a) True

b) False

57) E-business uses Internet, intranet or extranet.

a) True

b) False

58) The simplest way to describe mobile commerce would be the buying and selling of products or the conduct of commercial transactions and activities through telecommunication and other mobile devices that run or operate on wireless network technology.

a) True

b) False

59) M-commerce is an upgraded version of e-commerce.

a) True

b) False

60) M-commerce has been defined as the conduct of e-commerce activities using mobile or cellular devices.

a) True

b) False

61) If business transactions involve the use of wireless telecommunication network, then it's highly likely to fall under M-commerce.

a) True

b) False



Model Answer Chapter 5

1. b) Enables access while mobile
2. b) Smartphones
3. b) Device mobility
4. c) Radio waves
5. c) Streamlining business processes
6. b) Ensuring session mobility
7. b) News and streaming access on the move
8. c) Unguided media
9. b) Purchasing products via smartphones
10. b) Satellite systems
11. b) Users can move between locations while maintaining service
12. a) An upgraded version of e-commerce
13. b) Enhances productivity on the move
14. b) Includes smartphones and tablets
15. b) Session mobility
16. c) Supports user and network mobility
17. a) Time savings and productivity enhancement
18. a) Uses wireless telecommunications networks
19. d) Network mobility
20. b) Increase in advanced features for devices
21. b) Integration of mobile CRM solutions
22. b) Created new opportunities in IT services
23. a) Transactions using mobile devices over wireless networks
24. a) True
25. b) False
26. a) True
27. b) False
28. a) True
29. b) False
30. a) True
31. b) False
32. a) True
33. a) True
34. a) True
35. b) False
36. a) True
37. b) False



38. b) False

39. a) True

40. a) True

41. a) True

42. b) False

43. b) False

44. a) True

45. a) True

46. b) False

47. a) True

48. b) False

49. a) True

50. a) True

51. a) True

52. a) True

53. a) True

54. a) True

55. a) True

56. b) False

57. a) True

58. a) True

59. a) True

60. a) True

61. a) True

Important MCQs on Final Part

1) The major components of marketspace

- | | | | |
|--------------|-------------|------------------|-------------------|
| 1) Sellers | 2) goods | 3) customers | 4) infrastructure |
| 5) front end | 6) back end | 7) intermediates | |

- a) 1, 2, 3, and 4
- b) 1,2,3,4 and 5
- c) 1,2,3,4,5 and 6
- d) All of the previous

2) creates new business model from the unprecedented combinations of people, business and things.

- a) E-business
- b) Digital business
- c) E-commerce
- d) Digital marketing

3) means the cloud platforms not only offer multiple locations, but they also usually include virtual load-balancing functions, which provide automatic failover between locations.

- a) Resilience
- b) Scalability
- c) Cost savings
- d) Performance

4) online markets owned by a single company; may be either sell-side and / or buy-side e-marketplace are called

- a) public e-marketplace
- b) private e-marketplace
- c) exchanges
- d) storefront



- 5) requires a website, customer relationship management and Enterprise Resource Planning for running business over the Internet.
- a) Pure e-business
 - b) E-business
 - c) Online logistics
 - d) Commerce
- 6) means the technology reaches across national boundaries, around the world.
- a) Richness
 - b) Ubiquity
 - c) Global reach
 - d) Universal standard
- 7) In, user should be able to move from one physical location to another location and use the same service.
- a) user mobility
 - b) service mobility
 - c) device mobility
 - d) all the previous
- 8) In, user should be able to move from one network to another network and use same service.
- a) user mobility
 - b) service mobility
 - c) device mobility
 - d) none of the previous
- 9) Organization in which the product, the process, and the delivery agent are physical called
- a) virtual
 - b) brick-and-mortar
 - c) click-and-mortar
 - d) click-and-brick



10) customers interact with a marketplace via

- a) front end
- b) back end
- c) intermediary
- d) infrastructure

11) Which of the following is limitations of ecommerce?

- a) touch and feel
- b) ineffective customer relation
- c) security
- d) all of them

12) Running business using the Internet is known

- a) E-commerce
- b) E-business
- c) M-commerce
- d) none of them

13) most individuals are familiar with which form of e-commerce?

- a) B2C
- b) C2A
- c) C2C
- d) B2B

14), refers to a type of data structure enables identifying and tracking transaction digitally and sharing this information across a distributed trust network of computers.

- a) E-commerce
- b) Blockchain
- c) E-business
- d) IoT



15) On the network, each action carried out by buyer or seller generates a 'proof of work' in a marketplace.

- a) blockchain
- b) cloud computing
- c) artificial intelligence
- d) IoT

16), is one of the characteristics of E-commerce.

- a) Globalization
- b) New business models
- c) Immediacy of results
- d) all of them

17) Mobile computing is the set of the

- a) operational strategies and the procedures
- b) products and services
- c) IT technologies
- d) all of them

18) is an example of payment gateway.

- a) Fawry
- b) Visa
- c) MasterCard
- d) all of them

19) has an extroverted approach that covers customers, suppliers, distributions, etc.

- a) E-commerce
- b) E-business
- c) M-commerce
- d) none of them



20), focuses on specific industry or market.

- a) Vertical marketplace
- b) Horizontal marketplace
- c) Hybrid marketplace
- d) none of them

21) In, the decision-making process is relatively shorter compared to B2B.

- a) B2B2C
- b) C2A
- c) B2C
- d) none of them

22) Which of the following is not a type of E-marketplace in B2C?

- a) storefront
- b) online mall
- c) sell-side E-marketplace
- d) all of them

23), allows consumers (Citizens) to provide feedback or ask for information about government authority from the public sector.

- a) C2A
- b) C2G
- c) a & b
- d) B2C

24) is an example of successful cases in buyer-oriented marketplace.

- a) Dell
- b) GE
- c) IBM
- d) Intel



25) Dubizzle (OLX) is an example of

- a) B2C
- b) C2A
- c) C2C
- d) B2B

26) is unlimited and can be viewed by everyone.

- a) Internet
- b) Intranet
- c) Extranet
- d) none of them

27) is used to describe any goods that are stored, delivered and used in its electronic format.

- a) Digital goods
- b) Partial e-commerce
- c) Digital marketing
- d) none of them

28) Mobile computing enables end users to gain access to while mobile

- a) related resources and capabilities
- b) computation
- c) information
- d) all of them

29) is an example of successful case in supplier-oriented marketplace.

- a) Dell
- b) Intel
- c) Cisco
- d) all of them



30), an online shopping center where many online stores are located.

- a) E-Mall
- b) Sell-side E-marketplace
- c) buy-side E-marketplace
- d) none of them

31) Electronic commerce transactions that are conducted with a mobile device.

- a) E-commerce
- b) E-business
- c) M-commerce
- d) none of them

32) Organization in which the product commands process, and the delivery agent is digital called

- a) virtual
- b) Brick and mortar
- c) Click-and-mortar
- d) click-and-brick

33) includes vast array of protocols, transmissions towers, bandwidth, satellite systems, and networks.

- a) Mobile hardware
- b) Mobile communication
- c) Mobile software and apps
- d) all the previous

34) Buying and selling of products and services over the Internet through the use of cellular devices.

- a) M-business
- b) M-commerce
- c) E-business
- d) E-commerce



35) In mobile computing, smartphones, PDAs, tablets, tablet PC's are belong to

- a) mobile hardware
- b) mobile software
- c) communication services
- d) all the previous

36) refers dictated sensors for monitoring and recording the physical conditions of the environment and organizing the collected data at central location.

- a) Wireless sensor network apps
- b) Location sensitive apps
- c) Mobile agent apps
- d) none of the previous

37) EC applications are dependent on

- a) people
- b) public policy
- c) technical standards and protocols
- d) all the previous

38) In ,the user should can be either a client or server.

- a) user mobility
- b) service mobility
- c) device mobility
- d) Host mobility

39) take the form of a single seller offering an item for sale, which buyers competing to secure the item by bidding the price upward.

- a) A traditional auction
- b) forward auctions
- c) backward auctions
- d) all the previous



40) Mobile computing structure include

- a) mobile hardware
- b) transmission towers
- c) mobile software and apps
- d) all the previous

41) is a process of removing of business layers.

- a) Disintermediation
- b) Re-intermediation
- c) Intermediation
- d) none of the previous

42) The Internet is not as safe as compared to the Intranet.

- a) True
- e) False

43) An electronic shopping cart is an order processing technology that allows customers to accumulate items they wish to buy while they continue to shop.

- a) True
- e) False

44) The Internet is accessible only by organization members, who have login details.

- a) True
- e) False

45) E-marketplaces have resulted in lower purchasing and transaction costs.

- a) True
- e) False

46) Intermediaries play an important role in e-commerce by providing value-added services such as making payment agreements to buyers and sellers.

- a) True
- e) False

47) In session mobility, users are able to move from one physical location to another location and use same service.

- a) True
- e) False



48) Pure cybermarketing means that companies like Amazon sell their products and service only through the Internet.

a) True

e) False

49) E-commerce involves the use of Internet, intranet or extranet.

a) True

e) False

50) The intranet is considered a public network.

a) True

e) False



Model Answer

1. d) All of the previous
2. b) Digital business
3. a) Resilience
4. b) private e-marketplace
5. b) E-business
6. b) Ubiquity
7. a) user mobility
8. d) none of the previous
9. b) brick-and-mortar
- 10.a) front end
- 11.d) all of them
- 12.b) E-business
- 13.a) B2C
- 14.b) Blockchain
- 15.a) blockchain
- 16.d) all of them
- 17.d) all of them
- 18.d) all of them
- 19.a) E-commerce
- 20.a) Vertical marketplace
- 21.c) B2C
- 22.c) sell-side E-marketplace
- 23.c) a & b
- 24.b) GE
- 25.c) C2C
- 26.a) Internet
- 27.a) Digital goods
- 28.d) all of them
- 29.d) all of them
- 30.a) E-Mall
- 31.c) M-commerce
- 32.a) virtual
- 33.b) Mobile communication
- 34.b) M-commerce
- 35.a) mobile hardware
- 36.a) Wireless sensor network apps
- 37.d) all the previous



38.d) Host mobility

39.b) forward auctions

40.d) all the previous

41.a) Disintermediation

42.a) True

43.a) True

44.e) False

45.a) True

46.a) True

47.a) True

48.a) True

49.e) False

50.e) False