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|---------------------|---------------------------------|
| Started on | Tuesday, 23 March 2021, 1:04 PM |
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| Completed on | Tuesday, 23 March 2021, 1:04 PM |
| Time taken | 28 secs |
| Marks | 1.00/5.00 |
| Grade | 2.00 out of 10.00 (20%) |
| Feedback | Shame! Try again! |

Question **1**

Incorrect

Mark 0.00 out of 1.00

Choose the correct combination of words that fit in the following paragraph.

The direct purpose of the active user model, ask for longer available to users is to increase the proportion of (A) and (B). For indirect purposes, while continuing attracting users and (C) of interest, tethered interest users, it is important whether Ikeru increase the (D).

Select one:

- ☒ 1. (A) paid membership (B) the billing amount (C) core user (D) Reviews
- ☐ 2. (A) free membership (B) paid membership (C) core user (D) evaluation
- ☐ 3. (A) paid membership (B) billing number (C) active user (D) Satisfaction
- ☐ 4. (A) free membership (B) play time (C) active user (D) billing amount



It is incorrect

In the active user model, it is the direct purpose is to increase the proportion of paid membership and billing number of people. To that end, we continue to collect the active user, anchored the interest of the user, or Ikeru to increase the satisfaction is important.

In the active user model, it can be divided into the following two axes.

- source of income: either the recurring billing as the main source of revenue, (one hybrid also of choices) or the spot billing, such as items purchased with the main source of income
- services: practical services to help business and lifestyle enjoy as, games and entertainment content entertainment services

Take the two on the vertical axis and the horizontal axis, depending on whether you position where the company's services, you have different strategies to be taken.



The correct answer is: (A) paid membership (B) billing number (C) active user (D) Satisfaction

Question **2**

Correct

Mark 1.00 out of 1.00

Choose the right answer as corresponding to the variable costs of the e-commerce site.

Select one:

- ☐ 1. System fee
- ☒ 2. Settlement commission
- ☐ 3. Commodity registration work expenses
- ☐ 4. Personnel expenses



Is the correct answer

Variable costs and is that the cost of change in the increase or decrease in sales. For example, logistic cost (inventory, shipping, packing cost), transaction fees, and Point costs.

On the other hand, fixed costs is one that occurs a certain amount regardless of the sales. Examples of fixed costs, returned goods, a claim, corresponding expenses, commodity maintenance and disposal costs, opening fees, system development costs and user fees, advertising costs, labor costs, it will be like sales promotion expenses.

Here we are with the variable costs the costs related to the increase or decrease of the sales, but may be considered as variable costs including the costs associated with corporate activities. Try to grasp the common recognition subject to the business model.

The correct answer is: Settlement commission



Question 3

Incorrect

Mark 0.00 out of 1.00

Choose the correct combination of words that fits in the following paragraph.

Lead generation sites, the goal is to win the "lead", which is the (A). To lead information, (B), full name, it is included, such as a company name. If you want to focus on increasing the number of leads, for per customer at the time of Closing is unknown, look along with the acquisition the number of leads sent to the store number of customers, and (C), order rates.

Select one:

- ☐ 1. (A) prospects (B) Industry (C) documents the number of claims
- ☒ 2. (A) actualized customer (B) area (C) negotiation rate
- ☐ 3. (A) prospects (B) e-mail address (C) negotiation rate
- ☐ 4. (A) actualized customer (B) address (C) documents the number of claims

✗

It is incorrect

Lead generation site, it is the purpose to win the "lead", which is a potential customer. To lead information, e-mail address, name, it might include company name. Whether to focus on increasing the number of leads, on whether to emphasize the quality of the acquisition to lead, it has changed the strategy should take.

If you want to focus on a number of leads, in addition to the acquisition number, and note sent to the store number of customers, business negotiations rate, the "number" such as order rates. On the other hand, if you want to emphasize the quality of the lead, industry and company size of the acquired lead is important.

The correct answer is: (A) actualized customer (B) address (C) documents the number of claims



Question 4

Incorrect

Mark 0.00 out of 1.00

Choose the correct combination of words to fit in the following paragraph.

When deployed in their products including e-commerce site (A), it is important to reduce the increase in proportion to the number of channel's (B). If an extension of real and net of (A) sell aggressively, complex roles are required such as to get customer service and purchase to spread awareness on the (C).

Select one:

- ☒ 1. (A) multi-channel (B) variable cost (C) face-to-face sales
- ☐ 2. (A) Internet (B) variable costs (C) actual store
- ☐ 3. (A) Internet (B) fixed costs (C) face-to-face sales
- ☐ 4. (A) multi-channel (B) fixed costs (C) actual store

✗

It is incorrect

Is a single store development will be kept low fixed costs, such as store maintenance cost, but because the market is limited, there is a tendency that sales are sluggish. On the other hand, multi-channel expansion is the minute the number of channels increases, although sales extend, tend to fixed costs such as store maintenance cost is high.

Also, if you want to expand the stores in real and net both sides, to increase the awareness on the net stores, also will be required roles, such as lead to purchases in local stores.

| | Single Product | Model Number Products |
|------------------------|---|---|
| Single Store Expansion | It's important to build quality relationships with your customers and brand your company and store. The flow of the sales strategy is to increase the number of channels to develop multiple stores by demonstrating differentiation and superiority from other stores. | You need to have high rankings and lots of exposure through SEO. However, you should adopt a strategy that doesn't overspend on promotional costs. Also, it is desirable to carry a product line that is not sold by other companies under an exclusive distribution agreement. |
| Multichannel Expansion | As fixed costs increase in proportion to the number of channels, it is necessary to use backyard tools for multi-store development to unify the management of orders and inventory and reduce fixed costs through labor-saving management. | Therefore, in order to increase the lifetime value (LTV) of a product, it is necessary to develop a product that increases buyer satisfaction and perfect the interface and means of notifying purchasers that they can easily purchase the product repeatedly |



The correct answer is: (A) multi-channel (B) fixed costs (C) actual store

Question 5

Incorrect

Mark 0.00 out of 1.00

Choose the wrong statement about the sales strategy of e-commerce.

Select one:

- ☐ 1. Single item in the sale × single store development, such as referred to reviews such as "only be purchased there." "Product is good", go trained the service surface thoroughly.
- ☐ 2. In sold separately × multi-channel expansion, because the fixed costs in proportion to the number of channels increases, to unify the management of ordering and inventory, will lower the fixed costs.
- ☐ 3. In the model number sale × single store development, prospects, customers of the inflow source in such a way that the most natural search, and the upper display measures by SEO, you can post increase the amount of goods is important.
- ☒ 4. In the model number sale × multi-channel expansion, the upper display of natural search, of course, aims to more than 50% share of the goods amount in all of the channel area. ❌

It is incorrect

In the model number sale × multi-channel expansion, we aim to more than 30 percent share of the merchandise amount in all of the channel area. In addition, in order to increase the LTV (lifetime value), to advance and product development to enhance the buyer satisfaction, the completion of the notification means to repeat purchase and friendly interface and purchasers.

The correct answer is: In the model number sale × single store development, prospects, customers of the inflow source in such a way that the most natural search, and the upper display measures by SEO, you can post increase the amount of goods is important.

◀ +7-5.Understanding Business Related to the Active User Model

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