**《电子商务导论（双语）》复习提纲**

**名词解释**

1. **Collaborative commerce：**
2. **Forward auction**
3. **Viral marketing**
4. **Social network：**
5. **Reverse auction**
6. **Affiliate marketing**
7. **virtual e-tailers：**
8. **Personalization：**
9. **Customization**

英汉互译

1. Brick-and-mortar organizations
2. Electronic auction
3. Click-and-mortar organizations
4. Reverse auction
5. Electronic shopping cart
6. Channel conflict
7. Direct marketing
8. E-loyalty
9. Market segmentation
10. CPM
11. Interactive marketing
12. horizontal marketplace
13. Internet ecosystem
14. Quality uncertainty
15. E-distributor
16. Disintermediation
17. Web advertisement
18. Click ratio
19. E-cash
20. ROI
21. Value chain
22. BPR(business process reengineering)
23. Virtual corporation
24. Click-and-mortar organizations
25. Reverse auction
26. Affiliate marketing
27. Knowledge management
28. E-check
29. Pop-up ads
30. Procurement management
31. Online intermediary
32. Strategy implementation

**简答题**

1. Please describe the characteristics of the 2nd wave
2. What should we do if we want to achieve web presence goals?
3. .Please describe five stages of consumer loyalty
4. What are the advantages of EC?
5. 3 Please describe the characteristics of products that are well-suited to sell online and give examples of that kind of products
6. .Please describe the customer-based strategy..
7. Please describe the different stages of marketing strategy in detail.
8. what are the Market Segmentation and its categories?
9. 5.Please describe Web Site Usability
10. .Please describe collaborative filtering and variations of it

**题型：**

1. 选择题（2\*20=40）
2. 名词解释（2\*5=10）
3. 英汉互译（1\*15=15）
4. 简答题（4\*5=20）
5. 分析题（15\*1=15）