**《电子商务导论（双语）》复习提纲**

**名词解释**

1. **Collaborative commerce：协作商务**
2. **Forward auction: 正向拍卖**
3. **Viral marketing: 病毒营销**
4. **Social network：社会网络**
5. **Reverse auction: 反向拍卖**
6. **Affiliate marketing: 加盟营销**
7. **virtual e-tailers：虚拟零售商**
8. **Personalization：个性化**
9. **Customization: 定制**

英汉互译

1. Brick-and-mortar organizations:实体
2. Electronic auction:电子拍卖
3. Click-and-mortar organizations
4. Reverse auction:反向拍卖
5. Electronic shopping cart:电子购物车
6. Channel conflict:渠道冲突
7. Direct marketing:直接营销
8. E-loyalty
9. Market segmentation:市场细分
10. CPM
11. Interactive marketing:互动营销
12. horizontal marketplace:水平市场
13. Internet ecosystem:互联网生态系统
14. Quality uncertaint:质量不确定度
15. E-distributor:电子分配器
16. Disintermediation:中介
17. Web advertisement:网络广告
18. Click ratio:单击比率
19. E-cash:电子现金
20. ROI
21. Value chain:价值链
22. BPR(business process reengineering):业务流程再造
23. Virtual corporation:虚拟公司
24. Click-and-mortar organizations
25. Reverse auction:反向拍卖
26. Affiliate marketing:加盟营销
27. Knowledge management:知识管理
28. E-check:电子检查
29. Pop-up ads:弹出式广告
30. Procurement management : 采购管理
31. Online intermediary:在线中介
32. Strategy implementation:战略实施

**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）