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Grade	**4.0** out of 10.0 (**40**%)

Question 1

Complete

Mark 1.0 out of 1.0

_____ systems are information systems used to support staffing, training and development, and compensation administration.

Select one:
- a. Pension
- b. Enterprise resource
- c. Personnel
- d. Customer relationship management
- e. Human resource ⦿

Question 2

Complete

Mark 1.0 out of 1.0

What business function support Materials Requirements Planning and Computer-Aided Design?

Select one:
- a. Manufacturing ⦿
- b. Accounts
- c. Marketing
- d. Finance
- e. Human Resource Management

Question 3

Complete

Mark 0.0 out of 1.0

Which of these CRM functional solutions may be used to enhance a customer?

Select one:
- a. Up selling and cross selling
- b. Customer support ⦿
- c. Sales force automation
- d. Direct marketing
- e. Proactive services

Question 4

Complete

Mark 0.0 out of 1.0

Which of the following targeting 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?

Select one:
- a. Online behaviour
- b. Community
- c. Context
- d. Demographic ⦿
- e. Content

Question 5

Complete

Mark 0.0 out of 1.0

_____ are "smart" programs that can carry out specific, repetitive, and predictable tasks for an individual user, business process, or software application.

Select one:

- ○ a. Micros
- ○ b. None of the above
- ⦿ c. Macros
- ○ d. Intelligent agents
- ○ e. Subprograms

Question 6

Complete

Mark 0.0 out of 1.0

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.

Select one:

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

Question 7

Complete

Mark 0.0 out of 1.0

At the 'Retain' stage of the Customer Life Cycle, _____ can be used most effectively.

Select one:

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

Question 8

Complete

Mark 1.0 out of 1.0

What are some of the causes of problems in supply chain management? I. Overoptimistic demand forecasts cause major problems in production and inventory II. Lack of adequate collaboration among marketing, production, and inventory management departments within a company. III. Lack of adequate collaboration with a company's suppliers, distributors, and others.

Select one:

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

Question **9**

Complete

Mark 1.0 out of 1.0

_____ 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.

Select one:
- ● a. Secure Socket Layer
- ○ b. Digital Certificates
- ○ c. Secure Electronic Funds Transfer
- ○ d. Digital Wallet Payment System
- ○ e. Secure Electronic Transaction

Question **10**

Complete

Mark 0.0 out of 1.0

The work of the Intranet Protocol Management applications include I. Centrally administering clients, servers and traffic II. Authoring and sharing hypermedia documents III. Providing a secure and universal access to view and use corporate and external dataIV. Send and receive e-mail, voicemail, paging, and faxes to communicate with others within your organization, and externally through the Internet and extranets

Select one:
- ○ a. I & III only
- ● b. II & III only
- ○ c. I only
- ○ d. I & II only
- ○ e. III only

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