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Started on	Wednesday, 17 June 2020, 2:40 PM
State	Finished
Completed on	Wednesday, 17 June 2020, 4:05 PM
Time taken	1 hour 24 mins
Grade	60.0 out of 100.0

Question **1**
Complete
Mark 1.0 out of 1.0

Which of the following essential e-commerce processes tracks your website behavior to provide you with an individualized Web store experience?

- Select one:
- ☒ a. Profiling and personalization
 - ☐ b. Collaboration and trading
 - ☐ c. Search management
 - ☐ d. Access control and security
 - ☐ e. Workflow management

Question **2**
Complete
Mark 1.0 out of 1.0

With the _____ component of targeted marketing, companies can customize their web advertising messages and promotion methods to appeal to people in specific communities.

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

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