E-Business

Assignment- Week 4

TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10   **Total marks: 10 * 2 = 20**

QUESTION 1:

The Internet has transformed the marketing paradigm from undifferentiated mass marketing to mass customized marketing. Here, undifferentiated mass marketing and mass customized marketing means_____._____ respectably.

   a.   Each customer can be used for marketing, each product has a customized marketing strategy
   b.   Tailor Made product for everyone, same product for everyone in the market,
   c.   Same product for everyone in the market, tailor made product for everyone
   c.   Both the concepts are essentially same
   d.   **Correct Answer: c**

Explanation: Slide 6-7

QUESTION 2:

A visitors to an online store is called an online key customers if he/she
   a.   Is willing to share personal details
   b.   Carefully browses through all the products
   c.   Makes multiple purchases
   d.   Makes one purchase

Correct Answer: c Explanation:
Slide 10

QUESTION 3:

Two-way transactions through chat and discussion groups, web forms and questionnaires, instant messaging, and e-mail correspondence, are called_____.
   a.   Interactive marketing
   b.   Customer Relationship Management
   c.   Advertising and promotion

d. Product management

Correct Answer: a Explanation:
Slide 16-17

QUESTION 4:

The increase in the variability as we travel up in the supply chain is referred to as the bullwhip effect. This effect can be reduced by the adoption of e-procurement practices due to

a. Controlled price fluctuations
b. Information sharing across the supply chain
c. Reduction in batch ordering
d. All of the above

Correct Answer: b Explanation:
Slide 31 to 36

QUESTION 5:

Inter-enterprise Supply Chain Management information systems at strategic level can help in

a. Demand forecast
b. Production, procurement, logistics plan
c. Customer Order Fulfillment/Service
d. Establish objectives, policies, and operating footprint

Correct Answer: d Explanation: Slide 38

QUESTION 6:

If both planning and inventory level collaboration is established between two business partners, it is called a

a. Collaborative planning and forecasting supply chain
b. Vendor managed inventory supply chain
c. Synchronized Supply Chain
d. None of the above

Correct Answer: c

Explanation: Slide 54

QUESTION 7:

In a vendor managed inventory system, the supplier forecasts the demand the inventory level of the retailer. This is possible because

    a. Inventory level information from the retailer is seamlessly shared with the supplier.

    b. Planning level information from the retailer is seamlessly shared with the supplier

    c. Both planning and inventory level information from the retailer is seamlessly shared with the supplier

    d. None of the above

Correct Answer: a

Explanation: Slide 54-65

QUESTION 8:

Carbon Footprint Calculations, the process of calculating the CO2 footprint of the distribution network, is a part of?

    a. Strategic transportation functionality

    b. Tactical transportation functionality

    c. Operational transportation functionality

    d. None of the above, as it is not a transportation functionality

Correct Answer: a Explanation:
Slide 84

QUESTION 9:

Which of the following is a concern in the context of digital distribution of goods and services.

    a. Digital products can be copied and distributed illegally.

    b. The distribution costs are in most cases passed on to the customer directly

    c. No social and interpersonal contact

    d. All of the above

Correct Answer: d Explanation: Slide 98

QUESTION 10:

You ordered some items from an online retailer. The item is delivered to your local retailer. You visit the retailer and collect your item. This model of distribution is called
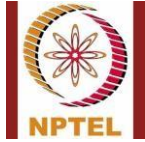
    a. Distributor storage with package carrier delivery

b.   Retail storage with customer pickup
c.   Distributor storage with last mile delivery

d. None of the above

Correct Answer: b Explanation: Slide

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