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1. Fill in the blank: A store that sells its products online is called \_\_\_\_\_.

1 / 1 point

- ☐ a franchise
- ☐ a consignment store
- ☐ a convenience store
- ☒ an e-commerce store

☒ Correct

2. Which of the following are basic elements that customers can expect to find on almost any e-commerce site they visit? Select all that apply.

1 / 1 point

☒ Home page

☒ Correct

☐ Calendar

☒ Navigation bar

☒ Correct

☒ Product detail pages

☒ Correct

3. Fill in the blank: When a website is \_\_\_\_\_ that means it has been specifically designed to work on all types of devices, including computers, mobile phones, and tablets.

1 / 1 point

- ☐ reactive
- ☐ sensitive
- ☐ impassive
- ☒ responsive

☒ Correct

4. What are the two types of software typically used for e-commerce platforms?

1 / 1 point

- ☒ Open-source or SaaS (Software-as-a-Service)
- ☐ Closed-source or SaaS (Software-as-a-Service)
- ☐ Open-sale or SaaS (Sale-as-a-Service)
- ☐ Open-source or SaaS (Software-as-a-Sale)

☒ Correct

5. An e-commerce business hired a web developer to edit original code and fully customize and create its e-commerce store. What type of e-commerce platform are they likely using?

1 / 1 point

- ☐ Retail application e-commerce platform
- ☒ Open-source e-commerce platform
- ☐ SaaS e-commerce platform
- ☐ Content management e-commerce platform

☒ Correct

6. Which of the following are disadvantages to Software-as-a-Service (SaaS)? Select all that apply.

0.75 / 1 point

☒ Integration may be limited

☒ Correct

☐ Coding skills necessary

☐ Payment methods may be limited

☒ Customization may be limited

☒ Correct

You didn't select all the correct answers

7. Fill in the blank: The URL or web address for a website, such as [www.example.com](http://www.example.com) is called a \_\_\_\_\_.

1 / 1 point

- ☐ browser
- ☒ domain
- ☐ host

☐ hyperlink

☒ Correct

8. A marketer creates ads, emails, and social media campaigns on Shopify. Which tool allows them to do this?

0 / 1 point

- ☒ Marketing app
- ☐ Sales view
- ☐ Advertising manager
- ☐ Marketing dashboard

☒ Incorrect

Please review [the video on completing a mock Shopify store](#).

9. Which of the following would a company need to create and publish a Google Merchant Center account? Select all that apply.

1 / 1 point

- ☐ A team member with technical coding skills
- ☒ Up-to-date product data on their e-commerce store, including pricing, availability, and shipping information

☒ Correct

☒ At least one existing Google account

☒ Correct

☒ A verified website and business

☒ Correct

10. How can an e-commerce business sell its products on Shopify in multiple places?

1 / 1 point

- ☐ Add multiple payment methods
- ☒ Add multiple sales channels
- ☐ Add multiple accounts
- ☐ Add multiple target audiences

☒ Correct