

Try again once you are ready
Grade received 68.75%
To pass 75% or higher
Try again

1. Which e-commerce type, such as photos, music files, or online courses, can you download to your device? 1 / 1 point

- ☒ Digital goods
- ☐ Services
- ☐ Software
- ☐ Physical goods

✓ Correct
Think of digital goods as something you can purchase online and download to a device.

2. Which e-commerce type does a person provide online such as a tutoring lesson or health coaching session? 1 / 1 point

- ☒ Services
- ☐ Digital goods
- ☐ Physical goods
- ☐ Software

✓ Correct
Other types of online services are business consulting or professional services, such as graphic design.

3. Fill in the blank: E-commerce includes two types of businesses, online-only and _____. 0 / 1 point

- ☒ brick-and-mortar
- ☐ software
- ☐ click-and-mortar
- ☐ services

✗ Incorrect
Brick-and-mortar is when a business only sells products in a store with a physical location. A click-and-mortar is a business that sells products in a physical store and online.

4. Why would a store with a physical location make their products available for sale online? Select three.

0.75 / 1 point

☒ The majority of customers shop online first.

☒ Correct
According to Google, shoppers go online first in over 60% of shopping occasions. Other reasons to make products available for sale online is that online shopping can drive in-store traffic and customers enjoy browsing inventory online.

☒ It is easier to contact customers.

☐ This should not be selected
Selling online does not necessarily make it easier to contact customers than in-store selling. Reasons for a store with a physical location to sell products online are that a majority of customers shop online first, online shopping can drive in-store traffic, and customers enjoy browsing inventory online.

☒ Customers enjoy browsing inventory online.

☒ Correct
Even with a brick-and-mortar store, increasingly, customers expect to browse inventory online before making a purchase. Other reasons to sell products online are that the majority of customers shop online first and online shopping can drive in-store traffic.

☒ Online shopping can drive in-store traffic.

☒ Correct
If a customer buys online, they may choose to pick up the item in the store. When they are in the store, they may purchase additional items. Other reasons to sell products online are that a majority of customers shop online first and customers enjoy browsing inventory online.