

Assignment 8: MIS Digital Commerce

Question 1

Read Chapter 10 from the textbook. List 15 important and interesting terms with their description.

Chapter 10

1. **Advertising revenue model:** a website generates revenue by attracting a large audience of visitors who can then be exposed to advertisements. The advertising model is the most widely used revenue model in e-commerce, and arguably, without advertising revenues, the web would be a vastly different experience from what it is now because people would be asked to pay for access to content.
2. **Affiliate revenue model:** Some websites (called affiliate websites) send visitors to other websites in return for a referral fee or percentage of the revenue from any resulting sales. Referral fees are also referred to as lead generation fees.
3. **Business-to-consumer (B2C):** electronic commerce involves retailing products and services to individual shoppers. Amazon, Walmart, and Apple Music are examples of B2C e-commerce.
4. **Business-to-business (B2B):** electronic commerce involves sales of goods and services among businesses. Elemica's website for buying and selling chemicals and energy is an example of B2B e-commerce.
5. **Consumer-to-consumer (C2C):** electronic commerce involves consumers selling directly to consumers. For example, eBay, the giant web auction site, enables people to sell their goods to other consumers by auctioning them off to the highest bidder or for a fixed price. eBay acts as a middleman by creating a digital platform for peer-to-peer commerce.
6. **Price discrimination:** selling the same goods, or nearly the same goods, to different targeted groups at different prices.
7. **Customization:** changing the delivered product or service based on a user's preferences or prior behavior.

- 8. Digital goods:** goods that can be delivered over a digital network.
- 9. Intellectual property:** Intellectual property includes both things that can be seen and things that can't be seen, but that the creator of the thing wants to own.
- 10. Podcasting:** Podcasting is a method of publishing audio or video broadcasts over the Internet, allowing subscribing users to download audio or video files onto their personal computers, smartphones, tablets, or portable music players.
- 11. Streaming:** Streaming is a publishing method for music and video files that streams a continuous stream of content to a user's device without being stored locally on the device.
- 12. Market creators:** Market creators set up a digital space where buyers and sellers can meet, show off their goods, look for goods, and agree on prices.
- 13. Subscription revenue model:** a website offering content or services charges a subscription fee for access to some or all its offerings on an ongoing basis. Content providers often use this revenue model.
- 14. Free/freemium revenue model:** firms offer basic services or content for free and charge a premium for advanced or special features. For example, Google offers free applications but charges for premium services.
- 15. transaction fee revenue model:** a company receives a fee for enabling or executing a transaction.