Dell’s cornerstone business model is based on the concept of:

build-to-order which allows customers to configure their own customized systems

\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the buying and selling of goods and services; servicing of customers;

E-business

EC can take several forms depending on the degree of digitization of the following three dimensions:

the product or service sold, the process, and the delivery method

Purely physical companies are referred to as \_\_\_\_\_\_\_\_\_\_\_\_ companies, whereas companies that are

brick-and-mortar; virtual

The ways in which EC is done include:

The Internet, value-added networks, on local area networks using intranets, or on a single computerized machine

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are systems where only routine transaction processing and information flow take place

Interorganizational information systems

EC applications are supported by infrastructure and by each of the following support areas EXCEPT:

Mobile devices

Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

corporate portals

A technology that is used to electronically transfer routine documents, such as invoices and

Electronic data interchange

\_\_\_\_\_\_\_\_ refers to the second-generation of Internet-based services that let people

Web 2.0

Which of the following is not a characteristic of the Digital Revolution ?

Many business processes are expedited by up to 50 percent.

According to the Business Environment Impact Model, \_\_\_\_\_\_\_\_\_\_\_ provide support to

EC and IT

A \_\_\_\_\_\_\_\_\_\_\_\_ is a company’s method of doing business to generate revenue to sustain itself.

business model

According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, companies receive commissions for

affiliate fees

Large private organizational buyers and government agencies make large-volume or

electronic tendering systems

Online group purchasing organizations are known as:

e-co-ops

Major barriers to EC include all of the following EXCEPT:

lack of technology

Which of the following is a technological limitation of EC?

Order fulfillment requirements of large-scale B2C.

A job opening in the Sales Department posted on the company's Intranet by the Human

B2E

The digital enterprise shifts the focus from managing individual information resources

orchestrating the services and workflows

Traditional and electronic markets have three main functions, which include each of the following EXCEPT:

transforming raw materials into finished products.

Digital products have different cost curves than those of regular products because:

in digitization, most of the costs are fixed, and variable costs are very low.

The portion of an e-seller’s business processes through which customers interact,

front end

The major \_\_\_\_\_\_\_\_\_\_ e-marketplaces are storefronts and Internet malls.

B2C

An electronic storefront includes several mechanisms that are necessary for

a supply chain

All the activities that are related to order aggregation and fulfillment, inventory management,

back end

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are online markets owned and operated by a single company and may be either sell-side or buy-side.

Private e-marketplaces

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is a single point of access through a Web browser to help users find

information portal

Finding relevant and accurate information is often time-consuming and requires access to multiple systems

portals.

A type of broker that helps consumers compare different stores is a:

shopping facilitator.

Human or electronic intermediaries attempt to address each of the following limitations of direct interaction EXCEPT:

product distribution.

The elimination of various types of agents that mediate between buyers and sellers, such as travel and

disintermediation

A mode is purchasing where prices are negotiated or discounted is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which refers to nonfixed prices,

dynamic pricing

Although used occasionally in B2C commerce, customized catalogs are especially useful in B2B e-commerce for

Intranets, in particular, can deliver customized catalogs to different business customers.

To be successful and useful, large e-catalogs need a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

search engine

A \_\_\_\_\_\_\_\_\_\_\_\_ has capabilities that can be used to perform routine tasks that require intelligence

software agent

A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an order-processing technology that allows customers to accumulate items they

electronic shopping cart

The most common and traditional form of auctions in which one seller entertains bids from many buyers is referred to as:

forward auctions.

An auction in which there is one buyer and many potential sellers; or in which a buyer places an

forward auctions.

What is a benefit of e-auctions to sellers?

The optimal price is determined by the market.

With all else being equal in the online environment, goods with any of the following product

Relatively expensive items.

Marketing that takes place without the help of intermediaries is called:

direct marketing.

In direct marketing:

customers are contacted directly without the help of intermediaries.

An online seller of travel services that generates revenue by charging fees for its services

transaction broker.

A marketer that uses e-mail to advertise to potential customers is called a:

viral marketer.

A company that creates and manages many-to-many markets is called a:

market maker.

In an e-market, Federal Express is an example of a(n):

service provider.

All of the following are potential sources of revenue for online independent travel agents EXCEPT:

direct marketing revenues.

Which of the following is true of virtual banks?

Virtual banks have no physical location.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are customers who are willing to shop online because they dislike going to grocery stores.

Shopping avoiders

All of the following are examples of interactive entertainment EXCEPT:

purchasing theatre tickets online.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are gateways to storefronts and e-malls.

Shopping portals

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are sites that evaluate and verify the trustworthiness of e-tailers

Trust verification sites

Charles wants to buy a John Lennon lithograph over the Internet, but he is unwilling

an escrow service.

A software agent that surveys user's reading interests, then uses machine learning

a learning agent.

A traditional brick-and-mortar store with a mature Web site uses a click-and-mortar

reduce refunds and exchanges.

The single factor that will determine which intermediaries continue to exist and which are replaced is:

the addition of value-added services by the intermediary

An e-tailer uses cookies to identify returning customers and to provide suggested

personalization.

According to the EC consumer behavior model, personal characteristics and

independent variables

The major environmental variables influencing EC purchasing are:

social, cultural, community, regulatory, political, and legal.

Pricing, technical support, and logistics support are several of the

intervening variables

Because online buyer’s decisions depend on numerous independent and intervening variables,

dependent variables

Banner advertising on Web sites helps trigger a realization that there is a gap between

need identification

Marketing and advertising approaches has evolved from mass marketing to market

the Internet enabled companies to better communicate with customers

The core of the “new marketing model” consists of:

customer relationships.

Personalization and user profiling strategies include each of the following EXCEPT:

Segmenting the market based on demographics.

The two key factors limiting the use of personalization to more precisely target

privacy and trust issues.

By increasing customer loyalty, EC companies can achieve each of the following benefits EXCEPT:

lower resistance to competitors.

What has been the impact of the introduction of EC on customer loyalty in general?

Loyalty has decreased because of customers’ ability to shop, compare, and shift vendors.

According to research, customer satisfaction with an Internet store:

drops dramatically when certain Web site features fail to perform properly,

Issues related to trust in EC include all of the following EXCEPT:

As a result of trust-transference programs through portal affiliation, seal of approval programs,

All of the following are correct about market research methods EXCEPT:

Direct mail marketing methods are usually cost-effective.

Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_\_\_\_\_\_\_ market segmentation.

psychographic

To avoid getting false information from participants of online surveys, marketers learn about

Data mining to analyze clickstream data.

According to Inmon, B2C clickstream data can reveal information each of the following EXCEPT:

What goods the customer wanted to but could not find.

Web analytics and mining tools and services:

offer advanced functions that help marketers decide which products to promote, and merchandisers

Once a company knows a consumer’s preferences, the company can predict, without asking the

collaborative filtering

Limitations of online research methods are all of the following EXCEPT:

E-mail surveys have the lowest response rate.

Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by

through direct mail campaigns.

The major disadvantage of banners is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

their cost

Key business drivers for B2B are all of the following EXCEPT:

the willingness of companies to incur higher costs to improve collaboration.

B2B transactions that involve communication, design, planning, information sharing,

collaborative commerce

With \_\_\_\_\_\_\_\_\_\_, a business sells to a business but delivers small quantities

B2B2C

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is an online third party that brokers B2B transactions between a buyer and seller.

intermediary

The purchase of goods and services as they are needed, usually at prevailing market prices is referred to as:

spot buying

Purchases of goods and services based on long-term contracts is referred to as.

strategic sourcing

\_\_\_\_\_\_\_\_\_\_\_\_ can be supported more effectively and efficiently through direct buyer–seller

Strategic purchases

What are the two types of materials and supplies that are traded in B2B?

Direct and indirect.

Nonproduction materials such as equipment and tools that support production are called:

indirect materials

The \_\_\_\_\_\_\_\_\_\_\_\_\_ consists of a number of interrelated subprocesses that extend from the

supply chain

Companies that use an intermediary to do their buying and selling tend to be:

low on supply chain power and low on buying/selling capabilities

The major B2B services include each of the following EXCEPT:

Retail

Which of the following is not one of the major benefits of B2B?

Enables customized online catalogs with the same prices for different customers.

\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when B2B eliminates a distributor or a retailer.

Disintermediation

In a sell-side e-marketplace, a business sells products and services to business customers,

an extranet

One of the major problems facing direct sellers is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

how to find buyers

Companies use \_\_\_\_\_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to easily

forward auctions

Benefits of using a third-party hosting company for conducting B2B auctions instead of

Time-to-market of several weeks.

A company-based acquisition site that uses e-procurement methods such as reverse auctions,

buy-side e-marketplace

Benefits of e-procurement over traditional procurement methods include all of the following EXCEPT:

Increasing the skill requirements and training needs of purchasing agents.

Before the Internet, the trading process for raw and partially processed chemicals, plastics,

disintermediated

A third party that operates an exchange and in many cases, also owns the exchange is known as a(n):

market maker

In the context of EC, \_\_\_\_\_\_\_\_\_\_\_\_ are electronic trading-community meeting places for

exchanges

An exchange whose members are in one industry or industry segment and that trades only

vertical exchange

Light bulbs and office supplies might be purchased in a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

horizontal exchange

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the prices are usually dynamic and are based on changes

spot sourcing

In \_\_\_\_\_\_\_\_\_, the prices are usually negotiated or fixed.

strategic sourcing

Spot sourcing of direct materials takes place:

in vertical exchanges.

In an exchange where plastic components are bought and sold, the market maker

transaction facilitation.

In an exchange where plastic components are bought and sold, the market maker

maintaining exchange infrastructure.

A market maker evaluates an exchange between a buyer in the United States and

maintaining exchange infrastructure.

In the consortia model:

several industry players come together to establish the exchange for the benefit of all.

The exchange model in which a third party sets up the exchange and promises to

neutral entrepreneur model.

A market maker charges a percentage on every buy and sell made in the exchange.

transaction fee model.

A market maker bills a buyer for reviewing several seller contracts and making

fee for service model.

All of the following are potential sources of revenue for an exchange EXCEPT:

shipping and handling fees.

When membership fees are the basis for revenue generation in an e-exchange, it has been shown that:

low membership fees often result in losses to the exchange,; however, high fees discourage participation.

In dealing with exchange members, the management of the exchange should:

make certain that the exchange is neutral in its dealings with all members.

Brand building is important in B2B exchanges because:

it is easy for exchange members to change to another exchange.

Using tunneling technology to improve security of communication over the Internet is called:

virtual private network (VPN).

A company’s internal operations and its relationships with suppliers and other

as complex as customer-facing applications such as taking an order online.

For a manufacturer, the supply chain ends:

when the product is used up and disposed of.

The use of Web technologies to manage warehousing and transportation processes is called:

e-logistics

The e-SCM process that includes integrated production and distribution processes is:

supply chain replenishment

B2B systems which are used for communication, design, planning, information sharing,

collaborative commerce.

All of the following would be considered c-commerce EXCEPT:

aggregating catalogs on a central server.

A major block in the widespread implementation of collaborative commerce is:

the lack of universally accepted standards.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a business strategy that enables manufacturers to control and share

Product lifecycle management

Today, many business experts agree with each of the following EXCEPT:

Supply chain integration has reduced the intensity of competition in most industries.

When planning, designing and implementing integrated supply chain operations, management

location and revenues.

Software that helps integrate different types of information systems among collaborating companies is called:

middleware.

Collaborative workflow applications:

address project-oriented and collaborative processes.

Software applications that address project management concerns are examples of:

collaborations workflow applications.

The steps required to approve an expense report is an example of:

administrative workflow applications

The primary benefits of workflow management systems include all of the following EXCEPT:

increased data security.

When large suppliers or buyers are involved, a workflow system:

is needed for both the collaborative efforts and for supply chain and production improvements.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that the communication and collaboration are done in real time.

Synchronous

All of the following are types of communication and collaboration done in real time EXCEPT:

blogging

The growth in electronic meeting systems has been driven by all of the following EXCEPT:

Shorter cycle times.

All of the following apply to instant video EXCEPT:

The highest quality approach is to add video cameras to the participants’ computers.

All of the following are examples of e-government EXCEPT:

a company sells army and navy surplus supplies at auction over the Internet.

An example of G2C is:

a driver applies for and pays for the renewal of his auto tag online.

Chaplin reports quarterly sales revenue from his business to city hall over the Internet.

G2B e-commerce

\_\_\_\_\_\_\_\_\_\_\_\_\_ are a popular online publishing technology for creating a Web page that

Wikis

A government agency uses an online reverse auction to satisfy the tendering system

e-Procurement

Government-to-employee applications can lead to significant efficiency improvements

Most government employees use handheld digital devices.

One of the most important issues in implementing e-government is:

its adoption and usage by citizens.

All of the following are advantages of e-learning EXCEPT:

college professors are anxious to develop new online courses.

All of the following are potential drawbacks of e-learning EXCEPT:

knowledge retention is lower than in traditional classrooms.

Most universities use e-learning:

as a supplementary channel to traditional classrooms.

The business forces that are driving the transition from traditional education to

limited supply of faculty with specialized expertise.

One of the facilitators of e-learning is \_\_\_\_\_\_\_\_\_\_\_ technology such as wikipedia.org.

Web 2.0

More and more people are willing to pay for digital music, as shown by the success of \_\_\_\_\_\_\_\_ .

Apple’s iTunes

\_\_\_\_\_\_\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos, music,

Online publishing

\_\_\_\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars,

Webcasting

The primary advantage that e-books offer publishers is:

lower production, marketing, and delivery costs.

Which of the following statements about blogs is not true?

Blogs are limited to one-way communication.

A major purpose of an organizational knowledge base is to support and allow \_\_\_\_\_\_\_\_\_\_\_ .

knowledge sharing

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves using various computer-based tools and techniques to

Knowledge creation

Customer-to-customer (C2C) e-commerce is conducted in various ways on the Internet,

C2C auctions

P2P systems have all of the following key characteristics EXCEPT:

The overall system is well integrated, but lacks tools for easy creation of

M-commerce transactions and activities require \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ardware and software infrastructures; infrastructure support

Infrastructures that support the wireless connection are:

network access points, mobile communications server switches, and cellular transmitters and receivers.

Components of a wireless infrastructure that support delivery of services over a wireless connection are:

WAP gateways, GPS locators, and GPS satellites.

Characteristics of mobile devices that create special requirements that hardware and

broad bandwidth

The exchange of updated information with other computing devices is called:

synchronization

A suite of network protocols designed to enable different kinds of wireless devices is called:

Wireless Application Protocol.

The application logic in a handheld PDA, smart phone, Palm or Wintel notebook is called:

a mobile application user interface.

\_\_\_\_\_\_\_\_\_\_ enables the determination of the location of an enabled device.

GPS

Rick sends a message from a delayed flight to his friend on her cell phone that he will be

SMS

Micropayments are electronic payments:

that are less than $10.00.

Most WLANs run on a telecommunications standard known as \_\_\_\_\_\_\_\_\_\_\_\_, which is more

IEEE 802.11; Wi-Fi

A \_\_\_\_\_\_\_\_\_\_\_ is suitable for mobile users who need to make very short-range device-to-device

personal area network

All of the following about wireless wide area networks (WWAN) are true EXCEPT:

The single WWAN network standard insures compatibility of handsets within and between countries.

The major attributes that enable development of new applications that are possible only in a

Security

As in e-commerce, m-commerce B2C applications are concentrated in each of the following areas EXCEPT:

telecommunications

One way to share information with supply chain partners is wireless \_\_\_\_\_\_\_\_\_, which is the science

telemetry

The development of m-commerce is being driven by the following technological, business, social, and

The transition to a manufacturing economy.

The major enterprise mobile applications are all of the following EXCEPT:

research and development

By enabling sales force employees to record orders in real time, the organization benefits through

more extensive collaboration and sharing of customer leads.

All of the following are barriers to location-based m-commerce EXCEPT:

There are presently not enough location-based systems to make this a viable technology.

The services provided through location-based m-commerce focus on key factors which include all of the

Geocaching, or determining the topography of an area.

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a computer system capable of integrating, storing, editing, analyzing,

geographical information system

You are walking near a coffee shop and suddenly your cell phone beeps with a message: “Come inside and get

location-based advertising

Many experts believe that the next major step in the evolution of computing will be \_\_\_\_\_\_\_\_\_\_\_\_\_

pervasive computing

Auctions are all of the following EXCEPT:

They are suitable for most consumer goods.

Dynamic pricing refers to :

prices that are determined by market forces.

\_\_\_\_\_\_\_\_\_\_ work best with many buyers and many sellers.

Dynamic exchanges

Two purposes of a type of \_\_\_\_\_\_\_\_\_\_\_\_\_ auctions are liquidation and market efficiency.

one seller, many potential buyers

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auction model is popular in B2B.

one-buyer, one-seller

Reverse auctions are a type of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auctions.

one buyer, many potential sellers

The “name-your own-price” model pioneered by Priceline.com is a type of \_\_\_\_\_\_\_\_\_\_\_ auction.

one buyer, many potential sellers

Auctions done in exchanges or double auctions are \_\_\_\_\_\_\_\_\_\_\_\_ auctions.

many buyers, many sellers

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ takes place between sellers and buyers in one industry or for one

vertical auction

All of the following are potential benefits from auctions to sellers EXCEPT:

sellers are always anonymous.

In electronic auctions, near-perfect market information is available about prices,

buyers and sellers

Limitations of e-auctions include all of the following EXCEPT:

Dynamic pricing

Benefits of electronics auctions (e-auctions) to sellers include all of the following EXCEPT:

Anonymity

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the tendency of customers to stay at Web sites longer and come back more often.

Stickiness

Research has shown that e-commerce sites that use an auction model tend to:

reach critical mass more quickly than catalog-order-based.

The practice by sellers of having associates place fake bids in an auction as a way

shilling.

The first step in the auction process is:

searching and comparing.

Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are multiple bidders.

higher

The most serious disadvantage of e-auctions is:

the risk of fraud.

A major shortcoming with authentication services is:

two different authenticators may come up with different opinions regarding the

Many companies use intermediaries or trading assistants instead of implementing

To avoid tax and legal fees.

Each of the following is one of the three major categories of auction rules EXCEPT:

timing rules

The incidence of online fraud and identify theft has increased for each of the

New effective phishing scams and schemes being carried out by computer experts.

Cyber cons have a negative effect on EC because

defending against these cons and compensating for damages significantly increase the costs of EC.

The key reasons why EC criminals cannot be stopped include each of the following except:

Sophisticated hackers use browsers to crack into Web sites.

It is currently known that if a front-end application such as a Web site is effectively secured, then

the data itself may not be secure because the application may not function as planned.

A vulnerability

is a weakness in software or other mechanisms that a hacker can use directly to

The underlying reasons why a comprehensive EC security strategy is needed include

Managers treating EC security as a process.

The protection of information systems against unauthorized access to or modification

Information assurance.

The success and security of EC depends on the \_\_\_\_\_\_\_\_\_\_ of information and the business Web site.

confidentiality, integrity, and availability

The basic security concepts relating to customers and other users are:

authentication, authorization, and nonrepudiation.

Digital signatures or digital certificates:

a and b

The most cost-effective approach to EC security is to develop and implement a strategy that

proactively meets regulatory, financial, marketing and operational requirements.

To be effective, an acceptable use policy (AUP) needs

to inform all users of their responsibilities when using company networks, computer

Which of the following statements about hardware and software security defenses is false?

Hardware and software security defenses protect against irresponsible business

Social engineering attacks are:

take advantage of Web 2.0 applications like social networking sites, blogs, wikis and RSS feeds.

A technique known as web page hijacking

enables a malicious Web master to displace the pages of an EC Web site in the Search

A botnet is:

a coordinated network of computers that can scan for and compromise other computers and launch DOS attacks.

Public key infrastructure (PKI) is an authentication method

that has become the cornerstone for secure e-payments and intranet applications.

Access to a network ought to be based on:

the policy of least privilege where access to network resources are blocked and permitted

Which of the following does not correctly describe what firewalls protect against?

Macros are the electronic equivalent of junk mail.

Firewalls that filter requests from the Internet to a private network based on the IP

packet-filtering routers.

All of the following are important security functions of proxy servers except:

They improve network performance.

The advantages of virtual private networks (VPN) for data communications include all of the following except:

They ensure the confidentiality and integrity of the data transmitted over the Internet without requiring encyption.

A host-based intrusion detection system (IDS):

Resides on the server that is being monitored where it can detect whether critical or security-related

Factors that come into play in determining whether a particular method of e-payment achieves critical

full traceability of the buyers.

A card that draws the payment amount directly from the user’s checking account is called a(n):

debit card

The process of determining whether a card is active and whether the customer has sufficient funds

authorization.

The transfer of money from the buyer’s to the seller’s account is called:

settlement.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are financial institutions that provides a customer with a payment card.

Issuing banks

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provide connectivity among merchants, customers, and financial networks enabling

Payment processing services

Each of the following are ways to pay bills over the Internet EXCEPT:

customer service provider.

From the perspective of the billing firm, all of the following are advantages of e-billing EXCEPT:

universal availability.

From the perspective of the customer, all of the following are advantages of e-billing EXCEPT:

greater security than other types of payments.

Characteristics of B2B payments include all of the following EXCEPT:

They require less rigor and security than B2C payments.

B2B payments are part of a much larger financial supply chain that includes all of the following EXCEPT:

financial reporting.

In financial supply chain management, the goal is to optimize all of the following EXCEPT:

the physical supply chain

Unlike the physical supply chain, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ characterize the financial supply chains of most companies.

inefficiencies

The vast majority of B2B payments are:

still made by paper check.

The process by which companies present invoices and make payments to one another through the Internet is known as:

enterprise invoice presentment and payment.

For many firms, presentment and payment processes are all of the following EXCEPT:

secure.

The implementation of most EC applications requires the use of all of the following support services EXCEPT:

manufacturing

Most EC applications are based on \_\_\_\_\_\_\_\_\_\_\_ that begin with an order, frequently a \_\_\_\_\_\_\_\_ order.

pull operations; customized

Packing, delivery, accounting and logistics are examples of:

back-office operations.

Customer-facing activities or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are activities, such as advertising and order taking,

front-office operations.

The Council of Supply Chain Management Professionals defines \_\_\_\_\_\_\_\_\_\_\_\_\_ as “the process of planning,

logistics.

A typical EC fulfillment process involves all of the following activities EXCEPT:

Just-in-time inventory management.

The administrative activities of order taking and fulfillment involve all of the following activities EXCEPT:

accounts payable.

The major difference between e-logistics and traditional logistics is:

traditional logistics deals with movement of large amounts of materials to a few destinations.

The inability to deliver products on time is a typical problem:

in both off-line and e-commerce.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are a major source of uncertainty in supply chains.

Demand forecasts

Solutions to problems in the supply chain for EC companies are:

generic across both EC and traditional companies.

Automated warehouses for B2C companies are designed:

to facilitate the delivery of small quantities of product to a very large number of customers.

The second most often cited reason for customers not buying on the Web is:

the lack of a good return mechanism.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ recognizes that \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the core of a business and that a company’s

Customer relationship management; customers

Data analytics are a valuable tool because it can provide all of the following EXCEPT:

financial reporting

For \_\_\_\_\_\_\_\_\_\_\_\_\_ companies, it may be even more important to change strategies quickly.

pure play

Capabilities of the Internet that have made it more difficult for companies to capture

The Internet makes it easier to make secure payments.

Projections of the business technological, political, economic, and other environments are called:

forecasts.

All of the following are elements of a company’s strategy EXCEPT:

day-to-day operations.

All of the following about the strategic planning process are true EXCEPT:

The strategic planning process begins with strategy formulation.

A specific outcome of the strategy initiation phase is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which

company analysis

Google’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is its expertise in information search technology.

core competency

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of making the selected applications and projects a

Project management

An analytical tool in which a company looks for points of differentiation between

competitor analysis grid

\_\_\_\_\_\_\_\_\_\_\_\_\_ is the continuous evaluation of progress toward the organization’s

strategy assessment

All of the following are situations when a business plan should be done EXCEPT:

When an existing business is deploying a CRM system.

Which of the following about business plans and business cases is NOT correct?

The audiences are the same—senior management and the board or directors.

The most efficient way to expand an organization’s scope is:

to introduce new products or services into new or existing markets without increasing production facilities or staff.

Separating a company’s online operations into a new company makes sense in each of the following situations EXCEPT:

when the company is unable to form new alliances, attract new talent, or raise additional funding.

The most dangerous risk to a company engaged in e-commerce is:

business risk.

All of the following determine the degree of collaboration between off-line and online activities in a business EXCEPT:

the pricing strategy.

Internet technologies can provide consumers with easier access to pricing information, which increases their

reducing prices.

A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a form of business alliance composed of several business partners that share the costs

virtual corporation

The most important objectives of strategic assessment are all of the following EXCEPT:

Identify what competitors are doing to avoid head-on competition.

To defend against unethical and illegal business tactics that exploit EC operations, Google, MSN Search,

Implemented honeypots.

Having control over the collection, storage, and dissemination of personal information is included in the category of:

privacy

A decision by a judge that may be used as a standard in similar cases that follow is referred to as:

legal precedent

Critics of political spam are against its use because they believe that:

all spam is a nuisance, clogs mail servers, and creates security risks

A duty is

a legal claim that others not interfere with a protected interest.

Due process is

a guarantee of basic fairness and fair procedures in legal action.

Property rights relevant to e-commerce include all of the following EXCEPT:

The right to bring criminal charges against a violator.

Intellectual property law is the area of law that is associated with each of the following EXCEPT:

business contracts.

Which of the following is true about copyrights?

The entertainment industry, led primarily by the Motion Picture Association of America (MPAA) and RIAA,

Each of the following statements about digital rights management (DRM) is true EXCEPT:

DRM technologies were developed with strict regard for privacy protection.

Which of the following is true about the scope of business ethics?

The scope of business ethics has expanded to encompass the nature and quality of the relationships with

Which of the following statements about the rights to privacy and free speech is not correct?

The Internet has destroyed the right to privacy.

All of the following are ways to use the Internet to find information about an individual EXCEPT:

Stealing the individual’s computer.

A domain name is:

intangible property protected by law

The least effective method to protect against pop-up ads and their risk is:

Minimizing the pop-up window.

All of the following statements apply to hate Web sites EXCEPT:

The intent of most hate Web sites is to commit fraud.

A legally binding contract requires a few basic elements. Which of the following is not one of those elements?

agreement

Examples of electronic signatures to help distinguish between legitimate and fraud transactions include all

a Web site development agreement

After four years in business, a magazine publisher decides to add the online distribution of its magazine

business case.

An extranet uses private data lines to connect several intranets.

False

A business using B2C business model trades with other businesses.

False

An e-marketplace does not have to be centered around a physical location.

True

A company that sells products directly to the end consumer is considered a B2C firm.

True

Social networks connect people with specific interests.

True

An intranet is a private network that uses Internet protocols.

True

E-business refers to selling goods and services.

False

Affiliate marketing refers to using banner advertisements to bring customers to your site.

False

The membership business model gives members discounts when they make purchases.

True

EC is primarily an IT field, it is not interdisciplinary.

False

MySpace is an example of a B2B site.

True

Lower prices on products is not a consumer benefit of EC.

False

A portal is an Internet gateway to a large variety of information and services.

True

Lack of consumer confidence in EC security is a limitation of EC.

True

The three functions of a market include: matching buyers and sellers, facilitating

True

Marketspaces are defined by their physical locations.

False

In a marketspace, some goods can be digitized.

True

The Internet ecosystem refers to animals and plants discussed online.

False

When choosing between two identical goods, customers will always choose the lowest price.

False

Intermediaries help to decrease contracting risk in marketspaces.

True

Ordering using EC benefits buyers, but not sellers.

False

Mobile commerce refers to transactions made using wireless devices.

True

An auction is characterized by the competitive nature by which the final price is reached.

True

Bargaining power of suppliers is not one of Porter's five forces.

False

Rivalry among existing competitors is one of Porter's five forces.

True

Increasing self service is a benefit of EC.

True

Virtual manufacturing involves pretending you are creating something.

False

The time required for negotiation online is the same for all products because of the use of intelligent agents.

False

Digital goods are also referred to as hard goods.

False

Shopbots are tools that rate businesses based on multiple criteria.

True

A pure-play e-tailer dedicates the majority of their capital to online sales, with offline sales lagging behind.

False

A niche e-tailer may be able to support an online effort that may not have enough customers in any particular local market.

True

Direct marketing attempts to bring customers into local stores.

False

On-demand delivery services usually rely on third party shipping agents (like UPS).

False

Virtual travel agents offer only a small subset of the services provided by a traditional travel agent.

False

Most online travel agents do not offer real travel bargains.

True

Some Web sites allow buyers to purchase travel at a deep discount if it is purchased at the last minute.

True

The electronic job market has increased the number of individuals who advertise their availability.

True

Job seekers can both reply to ads and post their information on several online recruiting sites.

True

Online trading and investing in stocks is one of the fastest growing areas of EC.

True

Online banking is purely an expense for banks, it offers no advantage other than to retain current customers.

False

Online publishing only seeks to digitize materials that have traditionally been available in print.

False

Individual buyers are more important than organizational buyers.

False

A consumer who purchases an item for a business can be described as an organizational buyer.

False

Companies that sell to intermediaries do not care about the final customer's satisfaction.

False

Someone being influenced by friends is an example of a social environment variable.

True

The most cited reason for not purchasing online is price.

False

The person who first suggests a purchase is the Initiator.

True

Customer loyalty is the most significant contributor to profitability.

True

Learning agent technology is a nonintrusive way to personalize web content by watching a user's actions.

True

Market segmentation increases the size of the group you are selling to.

False

Psychographic segmentation involves dividing customers based on where they live.

False

Conducting research online is not always ideal, because the demographics of Internet users are not the same as the general population.

True

Intelligent agents are capable of more sophisticated tasks than search engines.

True

Merchant brokering agents help users decide which product to purchase.

False

Negotiation agents are most commonly used in a B2B setting.

True

Online market research is generally less expensive than traditional market research.

True

Company ABC sells a variety of products on its Web site to the highest bidder. What type of business model are they using?

Online auction

Company XYZ helps individuals sell products to other individuals and takes a small commission on each sale. What EC classification do they fit?

C2C

Which of the following is a virtual organization?

Two companies combine resources to market a new product. They know this product can only be sold for the next 3 months.Customization allows companies to: 4

Produce customized products for the public ("the masses").

Produce a large number of individualized products.Understand the specific features the general public desires in order to create a successful product.

Which of the following is not a limitation of EC?

Customers now have nearly unlimited bandwidth.

Company XYZ sells products to individuals. What EC classification do they fit?

B2C

Which of the following is not an attribute of a corporate portal?

The public uses this portal to access the Internet.

Which of the following is a limitation of EC?

Special network and hardware requirements

Which of the following is a benefit of EC?

Individuals can telecommute more easily

EC reduces cycle time in all of the following ways except:

Customer satisfaction.

Why is B2C generally less attractive than B2B?

Channel conflict

Company XYZ helps individuals exchange digital products. What EC classification do they fit?

P2P

Company ABC has several divisions that have created private resources that can be accessed using Internet protocols. The company is now going to link these resources together. What type of network is being described?

Extranet

Company XYZ sells a variety of products on its Web site. What type of business model are they using?

E-tailing

Association ABC helps its members get discounts on the purchases by buying in bulk. What type of business model are they using?

Group purchasing

Which of the following is not the function of a market?

Ensuring profits of brokers

Which of the following is an intermediary?

Computer system that matches buyers with "Goods Wanted" to seller with "Goods for Sale"

Lowering a customer's search cost allows them to:

Research more items to find the best price.

In what way does mobile computing not help organizations?

Costs of hardware are increasing

Which of the following is not a disadvantage of paper catalogs?

Portability

What is NOT one of Porter's Five Forces?

Effects of EC Systems

Why would a merchant want to customize products?

To charge a higher price

A Web site offering content created by a third party transparently to customers is an example of:

Syndication.

Which is an example of reintermediation?

Using a salesperson to negotiate a large, complex agreement

Which of the following is not a limitation of traditional auctions?

Duration of sale

An item is offered with a minimum bid. The winner pays the exact price of his bid. What type of auction is being described?

Forward auction

The bidder details exactly what they are willing to pay. The Seller accepts or rejects the price. What type of auction is being described?

Name-your-own-price auctionReverse auction

Which of the following is not a benefit of auctions to sellers?

Entertainment

What three factors facilitate online negotiations?

Voice over IP systems

Which of the following is a limitation of auctions?

Potential for fraud

Jeff wants to purchase online, but is concerned about a company's privacy policy. What online purchase decision aid should he use?

Trust verification site

Trust verification sites evaluate a business's trustworthiness. How comprehensive is this evaluation?

Moderate, generally verification indicates a trustworthy user.

Which type of shopping software agent learns a user's preferences over time?

Learning agent

Which of the following is an example of a general purpose pure-play e-tailer?

Store A does not have a physical location and sells a variety of products.

Which of the following is not a typical service provided by online travel agents?

True bargains on airfare cost

Which of the following is not a change in the travel industry created by online travel agents?

Higher total trip cost due to lost services

Which of the following is the most serious strategic threat to traditional travel agents?

Intelligent software agents

Which of the following is not a driver in the electronic job market?

Size of labor market

Which of the following is not one of the advantages of the electronic job market for employees?

Lack of Internet users

Which of the following is not a benefit of using the Internet to aid real estate transactions?

Online services eliminate the need to visit houses

Which of the following companies does not trade stocks online?

Priceline.com

Which of the following is not a capability of home banking?

Print new checks online

Which of the following is not an advantage of online banking?

Personal interaction with staff

What is the likely effect on intermediation of the following market events: aggregation, complex search requirements, and new markets?

Cybermediation

Content created by a publisher that must be read using a computer or similar handheld device is an example of what type of digital publishing?

E-book

Which of the following is not an organizational buyer?

Student purchasing school supplies

Which of the following is not a part of the EC Consumer Behavior Model?

Decider variables

Which of the following is not an environmental variable in EC purchasing?

Climate variables

What are the two most cited reasons for not purchasing online?

Security and quality assessment

Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Rich play?

Buyer

Janice and Tony decided to buy the new computer system Paul suggested 6after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Janice play?

Buyer

A Web site asks users to fill out a questionnaire about themselves. The Web site then personalizes to the user and makes recommendations. What type of personalization is being used?

Rule-based filtering

Which of the following is the most popular online customer service tool?

E-mail

Call centersWeb mining hopes to accomplish all of the following except:

Determine characteristics of specific users.

Mark is using an intelligent agent to help him determine which CD to purchase. What type of agent is he using?

Product brokering

Julie is using an intelligent agent to help her find the best price on a CD she would like to purchase. What type of agent is she using?

Merchant brokering

Product brokeringWhat is not a benefit of an FAQ?

The answers can change dynamically based on the questions.

Which of the following advertising methods involves the use of games?

Advergaming

What is the proper order for the steps in market research?

Problem Definition, Research Methodology, Data Collection and Analysis, Results and Recommendation

Which is not a characteristic of permission marketing?

Spamming

According to Peter Drucker, e-commerce is profoundly changing markets, industry structures, products and services, consumer segmentation, consumer values and consumer behavior; jobs, and labor markets.

True

By purchasing a textbook from Amazon.com and having the merchandise physically delivered, Amazon.com would be considered a click-and-mortar organization because pure EC did not occur.

True

In the field, a sales representative writes notes with a mobile handwriting-recognition computer immediately after a sales call. This can be viewed as an EC activity.

False

In addition to EC being conducted via the Internet, EC can be conducted over local area networks (LANs).

True

An example of business-to-consumer (B2C) is when Dell provides customer service online by collaborating electronically with its partners.

False

An internal corporate network that uses Internet tools, such as Web browsers, is known as an intranet.

True

An extranet is a network that uses the Internet to link together multiple intranets.

True

Purchasing a Dell computer online for use at home is an example of e-tailing.

True

Networked computing connects multiple computers and other electronic devices that are located in various locations by telecommunications networks, including wireless ones.

True

When Dell purchases Godiva chocolates as gifts for its employees and has Godiva mail them directly to the recipient Dell is engaged in B2B2C.

True

Peer-to-peer (P2P) technology can be used in C2C, B2B, and B2C.

True

The final participants in B2B transactions are consumers.

False

Doing your banking on an Internet-enabled cell phone is an example of m-commerce.

True

Despite the many e-tailing EC companies that have failed in the past, the dot-com failure rate has recently declined sharply.

True

Since 2001, no other company has had more of an impact on EC than MySpace.

False

Wikipedia.com, a Web site that allows people to work together online and share information, is an example of Web 2.0.

True

The digital economy refers to an economy based on digital communication networks, computers, software, and other related information technologies that provide a global platform over which people and organizations interact, communicate, collaborate, and search for information.

True

Economic, legal, societal, and technological factors have created a highly competitive business environment in which customers are becoming less powerful.

False

Strong competition and increased power of consumers are two of the major market pressures in today's business environment.

True

Business models are a subset of a business plan or business case and refer to methods of doing business by which a company can generate revenue.

True

A business model outlines how the organization or the EC project will generate revenue through sales, transaction fees, advertising fees, affiliate fees, or other revenue sources.

False

A value proposition refers to the tangible and intangible benefits that a company can derive from using EC making it an important part of the marketing plan.

True

Affiliate marketing is an EC business model of word-of-mouth marketing in which customers promote a product or service to friends or other people.

False

Social networks, such as Facebook, YouTube, and MySpace, are Web sites that connect people with specific interests by providing free services such as photo sharing, e-mail, and blogging.

True

Many companies used a corporate portal, which is a gateway for customers, employees, and partners to reach corporate information and communicate with the company.

True

Dell's cornerstone business model is based on the concept of:

build-to-order which allows customers to configure their own customized systems.

\_\_\_\_\_\_\_\_ refers to the buying and selling of goods and services; servicing of customers; collaborating with business partners; and conducting electronic transactions within an organization.

E-business

EC can take several forms depending on the degree of digitization of the following three dimensions:

the product or service sold, the process, and the delivery method.

Purely physical companies are referred to as \_\_\_\_\_\_\_\_ companies, whereas companies that are engaged only in EC are considered \_\_\_\_\_\_\_\_ companies.

brick-and-mortar; virtual

The ways in which EC is done include:

the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine.

\_\_\_\_\_\_\_\_ are systems where only routine transaction processing and information flow take place between two or more organizations using a standard protocol, such as electronic data interchange (EDI).

Interorganizational information systems

A business such as Apple Computers making online transactions with its trading partners is an example of:

B2B

EC applications are supported by infrastructure and by each of the following support areas EXCEPT:

Mobile devices

Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_\_\_\_.

corporate portals

A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is \_\_\_\_\_\_\_\_.

Electronic data interchange

Challenges that Boeing faced with its global collaboration for the design and assembly process of its new Dreamliner passenger plane included each of the following EXCEPT:

Lag time

A large number of EC companies, especially e-tailing and B2B ones, failed from 1999 to 2005 for each of the following reasons EXCEPT:

The companies failed to register with search engines, such as Google.

\_\_\_\_\_\_\_\_ refers to the second-generation of Internet-based services that let people collaborate and share information online in new ways, such as social networks and wikis.

Web 2.0

Which of the following is not a characteristic of the Digital Revolution?

Many business processes are expedited by up to 50 percent.

Because the rate of change and the level of uncertainty are expected to accelerate,

operating under increasing pressures to produce more products, faster, and with fewer resources.

According to the Business Environment Impact Model, \_\_\_\_\_\_\_\_ provide support to organizations' activities and to actual performance, countering business pressures. core competencies and critical response

EC and IT

A \_\_\_\_\_\_\_\_ is a company's method of doing business to generate revenue to sustain itself.

business model

According to the \_\_\_\_\_\_\_\_ revenue model, companies receive commissions for referring customers to others' EC Web sites.

affiliate fees

According to the \_\_\_\_\_\_\_\_ revenue model, customers page a fixed amount, usually monthly, to receive some type of service.

subscription fees

Large private organizational buyers and government agencies make large-volume or large-value purchases through \_\_\_\_\_\_\_\_, also known as reverse auctions.

electronic tendering systems

According to the \_\_\_\_\_\_\_\_ model, an organization can increase brand awareness or even generate sales by Web-based word-of-mouth marketing or promoting a product or service to other people.

viral marketing

Online group purchasing organizations are known as:

e-co-ops

Major barriers to EC include all of the following EXCEPT:

lack of technology

Which of the following is a technological limitation of EC? Difficulty obtaining venture capital.

Order fulfillment requirements of large-scale B2C.

A job opening in the Sales Department posted on the company's Intranet by the Human Resources Department is an example of:

B2E

Boeing designing a product together with a business partner is this type of interaction:

Collaborative Commerce

A corporation uses the Internal Revenue Service's Web site to learn how to pay its estimated quarterly income taxes. This is an example of:

G2B

The second-generation of Internet-based services that lets people collaborate and share information online is known as Web 2.0. An example of this is:

blogging

The digital enterprise shifts the focus from managing individual information resources such as devices, applications, and data to \_\_\_\_\_\_\_\_ that define the business and ultimately deliver value to customers and end users.

orchestrating the services and workflows

Many companies employ a(n) \_\_\_\_\_\_\_\_, which is a gateway for customers, employees, and partners to reach corporate information and to communicate with the company.

corporate portal

The functions and efficiency of an e-market are the same as that of a physical marketplace.

False

The emergence of electronic marketplaces has resulted in lower information search costs for buyers and lower transaction and distribution costs for sellers.

True

Although both marketplaces and marketspaces can sell physical products, the marketspace also can sell digital products, which are goods that can be transformed to digital format and delivered instantly over the Internet.

True

Front end refers to the activities that support online order fulfillment, inventory management, purchasing from suppliers, payment processing, packaging, and delivery.

False

In marketing, an intermediary is a third party that operates between sellers and buyers. Intermediaries of all kinds offer their services on the Web.

True

WebMD, which is the largest U.S. medical services company, is known mainly for its webmd.com consumer portal, but its core business is being an e-intermediary.

True

The major B2B e-marketplaces are electronic storefronts, Internet malls, and exchanges.

False

A portal is an information gateway that attempts to address information overload by enabling people to search and access relevant information from disparate IT systems and the Internet, using advanced search and indexing techniques, such as Google's desktop.

True

Intermediaries are human or electronic agents that play an important role in EC by providing value-added services such as making payment arrangements to buyers and sellers.

True

Travelers using airline Web sites to book their flights directly without the use of travel agents is resulting in the reintermediation of travel agents.

False

Search engines not only "search and match," but also have capabilities that can be used to perform routine tasks that require intelligence.

False

An electronic shopping cart is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop.

True

Shopping carts for B2B are fairly simple, but a shopping cart for B2C may be more complex.

False

An auction is a competitive process and market mechanism that uses a competitive process by which a seller solicits consecutive bids from buyers or a buyer solicits bids from sellers.

True

Negotiation and bargaining are two types of auctions where prices are not fixed, but rather are allowed to fluctuate as market supply and demand change.

False

Reverse auctions are bidding or tendering systems in which the buyer places an item for bid on a request for quote (RFQ) system; then potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins.

True

E-auctions are becoming less important selling and buying channels for companies and individuals.

False

The major limitations of e-auctions are insufficient security, risk of fraud, and a limited pool of participants.

True

A limitation of e-bartering for businesses is that excess capacity items such as office space, storage, factory space; idle facilities; and labor cannot be bartered.

False

Online negotiation can be facilitated by computer technology for the negotiation process and software agents for searches and comparisons.

True

Due to the lack of hurdles, the adoption and growth of m-commerce has been widespread.

False

The Internet economy's low barriers to entry are both an opportunity and a threat to businesses.

True

Strong competition for commodity-type products, such as toys and CDs, was a major

True

Because the strength of each of Porter's five forces varies considerably from industry to industry, it would be a mistake to draw general conclusions about the impact of the Internet on long-term industry profitability.

True

Because of intense competition on the Web, new companies cannot establish good corporate images quickly as Amazon.com had done when it had few online competitors.

False

Fundamentally, the success of the pure-play jewelry e-tailer Blue Nile was due to the company's use of Internet technologies to:

offer lower prices than competitors

Traditional and electronic markets have three main functions, which include each of the following EXCEPT:

transforming raw materials into finished products.

Digital products have different cost curves than those of regular products because: in digitization, all of the costs are variable.

in digitization, most of the costs are fixed, and variable costs are very low.

The portion of an e-seller's business processes through which customers interact, including the seller's portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway is referred to as the \_\_\_\_\_\_\_\_ of the business.

front end

All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is termed the \_\_\_\_\_\_\_\_ of the business.

back end

The major \_\_\_\_\_\_\_\_ e-marketplaces are storefronts and Internet malls.

B2C

An electronic storefront includes several mechanisms that are necessary for conducting the sale. The most common mechanisms include each of the following EXCEPT:

a supply chain

\_\_\_\_\_\_\_\_ are online markets owned and operated by a single company and may be either sell-side or buy-side.

Private e-marketplaces

A(n) \_\_\_\_\_\_\_\_ is a single point of access through a Web browser to help users find relevant and accurate business information and reduce information overload.

information portal

Finding relevant and accurate information is often time-consuming and requires access to multiple systems causing organizations to lose a lot of productive employee time. One solution to this problem is the use of:

portals.

A type of broker that helps consumers compare different stores is a:

shopping facilitator.

Human or electronic intermediaries attempt to address each of the following limitations of direct interaction EXCEPT:

product distribution.

The elimination of various types of agents that mediate between buyers and sellers, such as travel and insurance agents, is referred to as:

disintermediation

A mode is purchasing where prices are negotiated or discounted is \_\_\_\_\_\_\_\_, which refers to nonfixed prices, such as those in auctions or stock markets.

dynamic pricing

Although used occasionally in B2C commerce, customized catalogs are especially useful in B2B e-commerce for each of the following reasons EXCEPT:

Intranets, in particular, can deliver customized catalogs to different business customers.

To be successful and useful, large e-catalogs need a(n) \_\_\_\_\_\_\_\_.

search engine

A \_\_\_\_\_\_\_\_ has capabilities that can be used to perform routine tasks that require intelligence such as providing customers with assistance based on their movements on a Web site.

software agent

Popular search engines include all of the following EXCEPT:

MSN

A(n) \_\_\_\_\_\_\_\_ is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop.

electronic shopping cart

The most common and traditional form of auctions in which one seller entertains bids from many buyers is referred to as:

forward auctions

An auction in which there is one buyer and many potential sellers; or in which a buyer places an item for bid on an RFQ system and the lowest bid wins is referred to as all of the following EXCEPT:

forward auctions

What is a benefit of e-auctions to sellers?

The optimal price is determined by the market.

Organizations are embracing mobilized computing technologies for several reasons EXCEPT:

Wireless security problems have been solved with encryption.

EC competition is very intense because online transactions enable each of the following EXCEPT:

Higher prices because of a greater number of potential buyers.

Which of the following statements about differentiation and personalization is not correct?

Products must be differentiated for perfect competition.

It can be said that competition between companies is being replaced by competition between \_\_\_\_\_\_\_\_.

networks

The Internet has influenced industry structures in each of the following ways EXCEPT:

Increases differences among competitors whose offerings are kept proprietary.

Impacts of e-marketplaces on B2C direct marketing include all of the following EXCEPT:

Brand images for new companies have become more difficult to establish.

One of the major benefits of e-markets is the improvement in supply chains with the creation of a(n) \_\_\_\_\_\_\_\_.

hub-based

\_\_\_\_\_\_\_\_ provides customers with exactly what they want, when and where they want it. Effective communication between the supply chain and the factory floor is needed to make it happen

Demand-driven manufacturing

The amount and percentage of goods and services sold on the Internet is increasing rapidly, despite the failure of many dot-com companies.

True

A retailer is a sales intermediary, a seller that operates between manufacturers and customers.

True

Consumer electronics, including cell phone sales, are the largest category of online retail.

False

Jewelry sales over the Internet is just beginning, but could be one of the top sellers on the Internet in the near future.

False

Offline transactions are somewhat influenced by research conducted online, with approximately one-third of online shoppers reporting that they used the Internet to research and influence their offline shopping choices.

False

Evidence indicates that the basic principles that apply to retail success do not apply to e-tail success.

False

Offering quality merchandise at good prices, coupled with excellent service, and cross-channel coordination and integration in which customers can almost seamlessly operate between the online and physical environments of a business are also important elements in successful e-tailing.

True

Goods with the following characteristic guarantee provided by highly reliable or well-known vendors are expected to facilitate higher sales volumes.

True

A business model is an analysis of the organization's customers and, from that, a discussion of how that organization will achieve profitability and sustainability by delivering goods and services to those customers.

True

Direct marketing describes marketing that takes place offline between manufacturers and retailers.

True

Virtual or pure-play e-tailers are firms that sell directly to consumers over the Internet without maintaining a physical sales channel.

True

Specialized businesses operate in a very narrow market and would find it difficult to survive in the physical world because they would not have enough customers or could not hold the variety of stock.

True

All click-and-mortar retailers started life as a traditional storefront with a physical retail presence only and over time adopted an online transactional capability as well (brick only to brick-and-click).

False

In today's digital economy, click-and-mortar retailers sell via stores, through voice phone calls to human operators, over the Internet through interactive Web sites, and by mobile devices.

True

Although there are practical advantages to being an e-tailer, such as lower overhead costs, it has many drawbacks and barriers so the winners in many market segments will be companies that use the click-and-mortar approach.

True

Online travel services have high margins because of their multiple revenue models including commissions, revenue from advertising, lead-generation payments, consultancy fees, subscription or membership fees, and revenue-sharing fees.

False

The job market is characterized by high volatility and unbalanced supply and demand.

False

In general, online real estate is replacing existing real estate agents in most markets.

False

Many insurers are using a dual distribution strategy, by adding online distribution of standard products to their traditional agency distribution system.

True

From a bank's perspective, online banking offers a cheap alternative to branch banking as well as a chance to enlist customers in remote areas.

True

Egghead.com realized a substantial reduction in operating costs and inventory costs by eliminating its brick-and-mortar stores and becoming a pure-play in e-commerce.

True

In implementing a successful click-and-mortar strategy, a company must make sure that whether a customer establishes contact through face-to-face encounters with store personnel or through the Web page, the information and service received is consistent.

True

Investors in e-tailers which report small losses on each unit sold should not be concerned because the huge volume of business available online should more than offset these small marginal losses.

False

Cybermediation occurs at Web sites that use intelligent agents to facilitate intermediation.

True

Channel conflict occurs when adding an online distribution channel causes problems with existing distribution channels.

True

Amazon.com experienced all of the following EXCEPT:

The company's financial success has been assured.

According to data from eMarketer, approximately \_\_\_\_\_\_\_\_ shop online and/or research offline-sales online.

three in four Internet users age 14 and over

All of the following categories have already been selling well online EXCEPT:

new cars

Important trends in B2C EC include all of the following EXCEPT:

the Internet will influence approximately 25 percent of all retail sales by 2010.

With all else being equal in the online environment, goods with any of the following product characteristics are expected to facilitate greater online sales EXCEPT:

Relatively expensive items.

Marketing that takes place without the help of intermediaries is called:

direct marketing.

Dell's strategy is best described as:

direct marketing from a manufacturer.

Sears marketing strategy would best be described as:

a click-and-mortar strategy.

In direct marketing:

customers are contacted directly without the help of intermediaries.

An online seller of travel services that generates revenue by charging fees for its services is an example of a(n):

transaction broker.

A marketer that uses e-mail to advertise to potential customers is called a:

viral marketer.

A company that creates and manages many-to-many markets is called a:

market maker.

In an e-market, Federal Express is an example of a(n):

service provider.

All of the following are potential sources of revenue for online independent travel agents EXCEPT:

direct marketing revenues.

Which of the following is true of virtual banks?

Virtual banks have no physical location.

\_\_\_\_\_\_\_\_ are customers who are willing to shop online because they dislike going to grocery stores.

Shopping avoiders

\_\_\_\_\_\_\_\_ are extremely busy customers willing to shop online in order to free up time.

Time-starved customers

\_\_\_\_\_\_\_\_ are those who are young and comfortable with technology.

New technologists

All of the following are examples of interactive entertainment EXCEPT:

purchasing theatre tickets online.

\_\_\_\_\_\_\_\_ are gateways to storefronts and e-malls.

Shopping portals

Software tools that scout the Web for stores that sell similar items at low prices are called:

Shopbots.

\_\_\_\_\_\_\_\_ are sites that evaluate and verify the trustworthiness of e-tailers

Trust verification sites

The TRUSTe seal is an example of:

a trustmark.

Charles wants to buy a John Lennon lithograph over the Internet, but he is unwilling to pay for it until he inspects it to ascertain authenticity. The auction site through which he purchases the painting agrees to hold his money until he tells them to release it to the seller. This is an example of:

an escrow service.

A software agent that surveys user's reading interests, then uses machine learning to find new Web pages and news articles using neural-network-based collaborative filtering technology is called:

a learning agent.

A traditional brick-and-mortar store with a mature Web site uses a click-and-mortar strategy to do all of the following EXCEPT:

reduce refunds and exchanges.

The original click-and-mortar strategy used by Toys R Us failed, as did the original toy venture of Amazon.com. Afterwards, Toys R Us sold toys online through Amazon.com. This is an example of:

an alliance of a pure-player with a traditional retailer.

DeFreshFish has been in business for ten years selling custom fishing lures to local fishermen through its store in a shopping mall. The company's owners are considering opening a Web site and selling their products internationally. One new risk they will face in going from a brick-and-mortar strategy to a click-and-mortar strategy is:

the risk associated with trying to comply with conflicting rules and regulations in many different locales.

The single factor that will determine which intermediaries continue to exist and which are replaced is:

the addition of value-added services by the intermediary

An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of:

personalization.

Netflix implemented intelligent agents in its movie recommendation service called Cinematch to help customers select movies they would like to watch and to better manage its inventory.

True

Finding and retaining customers is a major critical success factor for most offline and online businesses.

True

One of the keys to building effective customer relationships is an understanding of intelligent agents.

False

The purpose of a consumer behavior model is to help firms understand how a consumer makes a purchasing decision to be able to influence that decision through advertising, special promotions, or other marketing method.

True

Individual buyers do most of the actual shopping in cyberspace in terms of dollar volume of sales.

False

Purchases by governments, private corporations, resellers, and other organizational buyers often are used to create other products or services by adding value to them.

True

Personal characteristics of customers, such as age and income, are independent variables, which are uncontrollable variables for EC companies.

True

Customers rarely browse online stores if they do not intend to buy.

False

According to Internet statistics, 67 percent of consumers abandoned their shopping carts because of the lack of satisfactory product information.

True

The two most cited reasons for abandoning a shopping cart and not making the purchase are shipping charges and security concerns.

False

Social factors such as customer endorsement strategies and word-of-mouth are independent variables that play an important role in EC shopping and purchases.

True

Prices, advertising, promotions, and logistics are intervening variables that can be controlled by vendors.

True

Buying decisions are the dependent variables because these decisions depend on the independent and intervening variables.

True

An objective of conducting market research is to understand the relationships between dependent and intervening variables so that vendors can make informed decisions on the intervening variables.

True

In the consumer decision-making process, the buyer is the person who ultimately makes the buying decision.

False

When Chaplin's auto lease is about to expire, he decides it is time to buy a new car. This imbalance between a desired state and an actual state is called need identification.

True

In the decision-making process, virtual catalogs and links to external sources support the evaluation and selection phase of that process.

False

Mass marketing is an approach to marketing that treats each customer in a unique way such as fitting advertising to the customer's profile and needs.

False

Selling as many products as possible to one customer over a long period of time and across different product lines to maximize customer value is known as relationship marketing.

True

Segmentation refers to the matching of services, products, and advertising content to individuals and their preferences.

False

A user profile defines customer preferences, behaviors, and demographic traits of a particular customer.

True

A cookie is a data file that is placed on a user's hard drive by a remote Web server only when the user's gives full consent to collect information about the user's activities at a site.

False

Attracting and retaining loyal customers is the most important issue for e-tailers because customer loyalty can lower marketing and advertising costs, transaction costs,customer turnover expenses, and failure costs such as warranty claims.

True

Building consumer trust in EC can be achieved through integrity, which is a user's confidence in the ability of the online store to fulfill its promises such as a money-back guarantee.

True

Clickstream data provide a trail of a user's activities in a Web site including a record of the user's browsing patterns of every page of every Web site the user visits, how long the user remained on a page, and even the e-mail addresses of mail that the user sends and receives.

True

According to the EC consumer behavior model, personal characteristics and environmental characteristics are classified as:

independent variables

The major environmental variables influencing EC purchasing are:

social, cultural, community, regulatory, political, and legal.

Pricing, technical support, and logistics support are several of the \_\_\_\_\_\_\_\_ that can be controlled by EC vendors and sellers

intervening variables

Because online buyer's decisions depend on numerous independent and intervening variables, decisions made by customers are classified as:

ndependent variables

Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the \_\_\_\_\_\_\_\_ stage of the EC purchase decision-making process.

need identification

Marketing and advertising approaches has evolved from mass marketing to market segmentation to one-to-one marketing. This evolution occurred because:

the Internet enabled companies to better communicate withcustomers and understand their needs and buying habits.

The core of the "new marketing model" consists of:

customer relationships.

Personalization and user profiling strategies include each of the following EXCEPT:

Segmenting the market based on demographics.

The two key factors limiting the use of personalization to more precisely target marketing efforts to individual customers are:

privacy and trust issues.

By increasing customer loyalty, EC companies can achieve each of the following benefits EXCEPT:

lower resistance to competitors.

What has been the impact of the introduction of EC on customer loyalty in general?

Loyalty has decreased because of customers' ability to shop, compare, and shift vendors.

According to research, customer satisfaction with an Internet store: is higher for new customers than former customers. depend on two types of factors:

drops dramatically when certain Web site features fail to perform properly, such as the content's reliability, loading speed, or usefulness.

Issues related to trust in EC include all of the following EXCEPT:

As a result of trust-transference programs through portal affiliation, seal of approval programs, online shopping communities, and customer endorsements, customers are fully confident in online purchasing transactions.

Procter & Gamble (P&G) used the Internet in the new product development of Whitestrips, a teeth-brightening product. Based on this experience, P&G:

reduced the time-to-market from concept to market launch by approximately two years.

All of the following are correct about market research methods EXCEPT:

Direct mail marketing methods are usually cost-effective.

Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_\_\_\_ market segmentation.

psychographic

To avoid getting false information from participants of online surveys, marketers learn about customers by observing their behavior using each of the following EXCEPT:

Data mining to analyze clickstream data.

According to Inmon, B2C clickstream data can reveal information each of the following EXCEPT:

What goods the customer wanted to but could not find.

Web analytics and mining tools and services:

offer advanced functions that help marketers decide which products to promote, and merchandisersachieve a better understanding of the nature of demand.

Once a company knows a consumer's preferences, the company can predict, without asking the consumer directly, what other products or services that consumer might enjoy through \_\_\_\_\_\_\_\_.

collaborative filtering

Limitations of online research methods are all of the following EXCEPT:

E-mail surveys have the lowest response rate.

Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by adding new customers or products include all of the following EXCEPT:

through direct mail campaigns

The Internet introduced the concept of \_\_\_\_\_\_\_\_, which has enabled marketers and advertisers to interact or communicate directly with customers and consumers can interact with marketers/advertisers.

interactive marketing

The term \_\_\_\_\_\_\_\_ refers to the number of times users call up a page that has a banner on it during a specific period.

ad view

The major disadvantage of banners is \_\_\_\_\_\_\_\_.

their cost

A(n) \_\_\_\_\_\_\_\_ is a type of pop-up ad that appears after a user clicks a link and remains while content is loading to capture the user's attention for a short time, either as a promotion or a lead-in to the site's homepage or to advertise a product or a service.

interstitial

The risks of e-mail advertising management include all of the following EXCEPT:

measuring e-mail advertising effectiveness

A(n) \_\_\_\_\_\_\_\_ is an HTML coding statement that describes the content of a Web page and is used by search engines to index the site's content so that it can be found.

meta-tag

Advertising in chat rooms, blogs, or social networks can achieve each of the following EXCEPT:

They improve a company's search engine ranking.

\_\_\_\_\_\_\_\_ is an advertising strategy that uses word-of-mouth marketing in which customers promote a product or service by telling others about it.

Viral marketing

General Motors' B2B initiatives successfully enable the auto giant to reduce inventory cost, minimize operational problems, and shorten procurement processes.

True

Business-to-business e-commerce is also known B2B and refers to transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks.

True

The major characteristic of B2B commerce is that companies attempt to electronically automate trading, communication, and collaboration processes in order to improve them, which cannot be done without the Internet.

False

Supply chain improvements and collaborative commerce are a basic type of B2B which has a hub manager for supply chain improvements, communicating, collaborating, and information sharing.

True

B2B EC transactions that involve one seller selling to many buyers is called an exchange.

False

Since business-to-consumer (B2C) transactions are segments in the supply chain, they should be examined in light of other supply chain activities such as manufacturing, procurement, shipments, and logistics.

False

Supply chain activities usually involve communication and collaboration.

True

With B2B2C, a business sells to a business, but also delivers small quantities to customers of the buying business.

True

Intermediaries in B2B commerce, which may be virtual or click-and-mortar intermediaries, are third parties that broker transactions between buyers and sellers.

True

The purchase of goods and services as they are needed, usually the purchase of commodities at prevailing market prices, is referred to as demand buying.

False

Examples of direct materials for a food processing company are computers and communication devices.

False

MRO stands for "maintenance, repair, and operation" which refer to indirect or ronproduction materials that support the production process.

True

Markets that focus on providing materials or products that are used in various types of industries are known as horizontal marketplaces.

True

Purchases of goods or services that are based on short-term contracts and frequently purchased in large quantities are known as strategic sourcing.

False

Joining a public e-marketplace provides a business with greater buying and selling capabilities, but the tradeoff is lower supply chain power.

True

B2B can increase the efficiency and effectiveness of supply chains or dramatically change the supply chain by eliminating one or more intermediaries.

False

Companies that choose an intermediary to do their buying and selling will have high supply chain power and buying/selling capabilities.

True

Transaction fees for B2B financial services are higher than for most other methods.

False

Companies will often separate B2C orders from B2B orders because those types of orders have different order-fulfillment processes and different pricing models.

True

By using the Internet and automatic-response software agents for customer service, companies have been able to reduce their customer service costs by up to fifty percent.

False

Forward auctions expand online sales and offer businesses a new venue for quickly and easily disposing of excess, obsolete, and returned products.

True

Strategic sourcing requires a holistic process that automates the entire sourcing process, including order planning, RFQ creation, bid evaluation, negotiation, settlement, and order execution.

True

A large organizations can develop an effective procurement system by creating an internal marketplace that combines the catalogs of all its approved suppliers into a single internal electronic catalog, which is searched for product availability and delivery times.

True

With a bartering exchange, a company submits its surplus to the exchange and receives points of credit, which the company can then use to buy items that it needs.

True

In the real world, negotiations are done primarily electronically and with negotiation support tools.

False

Key business drivers for B2B are all of the following EXCEPT:

the willingness of companies to incur higher costs to improve collaboration.

B2B transactions that involve communication, design, planning, information sharing, and activites beyond financial transactions among business partners is referred to as \_\_\_\_\_\_\_\_.

collaborative commerce

With \_\_\_\_\_\_\_\_, a business sells to a business but delivers small quantities to customers of the buying business.

B2B2C

A(n) \_\_\_\_\_\_\_\_ is an online third party that brokers B2B transactions between a buyer and seller.

intermediary

The purchase of goods and services as they are needed, usually at prevailing market prices is referred to as:

spot buying

Purchases of goods and services based on long-term contracts is referred to as:

strategic sourcing

\_\_\_\_\_\_\_\_ can be supported more effectively and efficiently through direct buyer—seller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges.

Strategic purchases

What are the two types of materials and supplies that are traded in B2B?

Direct and indirect.

Nonproduction materials such as equipment and tools that support production are called:

indirect materials

Indirect materials are typically used in \_\_\_\_\_\_\_\_ activities.

maintenance, repair, and operation (MRO)

The \_\_\_\_\_\_\_\_ consists of a number of interrelated subprocesses that extend from the acquisition of materials from suppliers to packaging it and moving it to distributors and retailers.

supply chain

Companies that use an intermediary to do their buying and selling tend to be:

low on supply chain power and low on buying/selling capabilities

The major B2B services include each of the following EXCEPT:

Retail

Which of the following is not one of the major benefits of B2B?

Enables customized online catalogs with the same prices for different customers.

\_\_\_\_\_\_\_\_ occurs when B2B eliminates a distributor or a retailer.

Disintermediation

In a sell-side e-marketplace, a business sells products and services to business customers, frequently over \_\_\_\_\_\_\_\_.

an extranet.

Companies will usually separate B2C orders from B2B orders because B2C and B2B orders have different \_\_\_\_\_\_\_\_.

order-fulfillment processes and different pricing models buying and delivery processes

By using the Internet and automatic-response software agents, GE reduced the cost of customer service calls from $5.00 per call when done by phone to \_\_\_\_\_\_\_\_ per electronically answered call.

$0.20

Some of the benefits of a(n) \_\_\_\_\_\_\_\_ are that distributors can check inventory, make transactions, and look up the status of their orders significantly reducing the number of phone calls, e-mails, and incorrect product shipments.

extranet-based order-entry tool

In selling directly, manufacturers may encounter a similar problem to that of B2C, namely \_\_\_\_\_\_\_\_ with the regular distributors, including corporate dealers.

channel conflict

One of the major problems facing direct sellers is \_\_\_\_\_\_\_\_.

how to find buyers

The Cisco Connection Online (CCO) Web site receives over 2 million hits per month for technical assistance, ordering, order checking, or software downloads. This online service had been so well received that nearly \_\_\_\_\_\_\_\_ percent of all customer service inquiries and \_\_\_\_\_\_\_\_ percent of software updates are delivered online.

85 / 95

Companies use \_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to easily dispose of excess, obsolete, and returned products.

forward auctions

Benefits of using a third-party hosting company for conducting B2B auctions instead of developing an auction site in-house include all of the following EXCEPT:

Time-to-market of several weeks.

A company-based acquisition site that uses e-procurement methods such as reverse auctions, negotiations, or group purchasing, to overcome the manual searching of e-stores and e-malls is referred to as a(n):

buy-side e-marketplace

Benefits of e-procurement over traditional procurement methods include all of the following EXCEPT:

Increasing the skill requirements and training needs of purchasing agents.

Major implementation challenges that companies must consider when planning e-procurement initiatives include all of the following EXCEPT:

Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes.

Because conducting reverse auctions in B2B can be a fairly complex process, a(n) \_\_\_\_\_\_\_\_ may be essential.

third-party intermediary

The aggregation of suppliers' catalogs on the buyer's server to make it easier to centralize and control all procurement is called a(n):

internal procurement marketplace

In general, the benefits of contract-management software include all of the following EXCEPT:

Reduces contract-related risks.

Public exchanges are many-to-many marketplaces that are open to all interested sellers and buyers and usually run by third parties.

True

One major characteristic of all exchanges is that they are electronic trading-community meeting places for a single seller and many buyers, and possibly for other business partners.

False

In electronic exchanges and traditional open-air marketplace, buyers and sellers can interact and negotiate prices and quantities.

True

Dynamic pricing refers to the rapid movement of prices over time and possibly across customers as a result of supply and demand matching, as in auctions.

True

MSN or Yahoo! are types of exchanges that generate revenue through membership fees.

False

Thomas Register is basically a directory for buyers using search engines because it does not offer any opportunity for trade or transactions on its site.

False

Alibaba China is China's largest online marketplace for both domestic and international trade among businesspeople and a trusted community of members who regularly meet, chat, search for products, and do business online.

False

To increase their financial viability, third-party exchanges try to partner with large sellers or buyers, financial institutions that provide payment schemes, or logistics companies to cut costs or increase market liquidity.

True

Market liquidity refers to the degree to which a product or service can be bought or sold in a marketplace without significantly affecting its price.

True

Agentrics is the world's largest B2C exchange for retailers, such as Sears and Best Buy, whose objective is to simplify and automate supply chain processes.

True

Two major models of third-party exchanges are supplier aggregation and buyer aggregation.

True

For all types of e-marketplaces, the most important key to the success of any third-party exchange is the critical mass of buyers and sellers.

True

A consortium trading exchange (CTE) or consortia is most appropriate for fragmented markets with large numbers of both buyers and sellers.

False

The Global Transportation Network (GTN) provides participating carriers and customers with significant cost savings because it frees individual carriers from the huge capital costs of advanced technologies.

True

Purchasing-oriented (procurement) consortia have not yet been a successful or popular B2B consortium model.

False

Because of their large number of buyers and sellers, B2B exchanges and other e-marketplaces do not face anti-trust or other competition laws.

False

A B2B consortium has the potential to reduce prices of individual products, thus enabling and encouraging consortium members to buy more.

True

Dynamic trading is trading that occurs in situations in which prices are determined by supply and demand, therefore changing continuously.

True

The strategy of providing comprehensive, quality e-service for business partners is called customer relationship management (CRM).

False

Because of the complexity in building large e-marketplaces and exchanges, it is usually performed by a major B2B software company, such as Ariba or IBM, and a management consulting company, such as PricewaterhouseCoopers, usually participates.

True

Company-centered networks may be a waste of money because they are used by only one buyer (buyer's industrial network) or by only one seller (seller's industrial network), and they may not be open to all.

True

Most exchanges have the same log-on procedures, same sets of rules for fulfilling orders,and similar business models for charging for their services.

False

Public exchanges have difficulty attracting buyers and sellers because of the transaction fees, reluctance to share information, and the availability of too many exchanges.

True

In B2B exchanges, software agents can facilitate management of multiple trading partners and their transactions across multiple virtual industry exchanges.

True

Good management and effective operations and rules are critical to the success of B2B exchanges because good governance provides the rules for the exchange, minimizes conflicts, supports decision making, and tries to induce the necessary liquidity.

True

Before the Internet, the trading process for raw and partially processed chemicals, plastics, and fuel oil was each of the following EXCEPT:

disintermediated

ChemConnect is an example of a successful e-exchange with:

many buyers and many sellers.

A third party that operates an exchange and in many cases, also owns the exchange is known as a(n):

market maker

In the context of EC, \_\_\_\_\_\_\_\_ are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners.

exchanges

From 2001 to 2006, a majority of e-exchanges:

folded due to a lack of customers, cash, or both.

An exchange whose members are in one industry or industry segment and that trades only in materials/services unique for that industry is referred to as a(n):

vertical exchange

An exchange that handles materials used by companies in different industries is referred to as a(n):.

horizontal exchange

Light bulbs and office supplies might be purchased in a(n) \_\_\_\_\_\_\_\_ by both an automaker and a steelmaker.

horizontal exchange

In \_\_\_\_\_\_\_\_, the prices are usually dynamic and are based on changes in supply and demand.

spot sourcing

In \_\_\_\_\_\_\_\_, the prices are usually negotiated or fixed.

strategic sourcing

Spot sourcing of direct materials takes place:

in vertical exchanges.

In spot-sourcing, prices are:

dynamic and set based on supply and demand.

In an exchange where plastic components are bought and sold, the market maker collects money from the buyer, and releases it to the seller once successful delivery is completed. This is an example of:

transaction facilitation.

In an exchange where plastic components are bought and sold, the market maker purchases a new server that will be used to conduct auctions. This is an example of:

maintaining exchange infrastructure.

A market maker evaluates an exchange between a buyer in the United States and a seller in Spain to ensure that import laws for the U.S. are followed. This is an example of the market maker:

maintaining exchange policies and infrastructure.

In the consortia model:

several industry players come together to establish the exchange for the benefit of all.

The exchange model in which a third party sets up the exchange and promises to run it efficiently and without bias is called the:

neutral entrepreneur model

An exchange charges an annual fee of $25,000 for all parties who want to trade in the exchange. The revenue model in use by this exchange is the:

membership fee model

A market maker charges a percentage on every buy and sell made in the exchange. The revenue model in place in this exchange is the:

transaction fee model.

A market maker bills a buyer for reviewing several seller contracts and making a recommendation on what to buy and from whom. The revenue model being used in this example is the:

fee for service model

All of the following are potential sources of revenue for an exchange EXCEPT:

shipping and handling fees.

When membership fees are the basis for revenue generation in an e-exchange, it has been shown that:

low membership fees often result in losses to the exchange,; however, high fees discourage participation.

The concept of liquidity for a B2B exchange is the:

number of buyers and sellers in a market.

The exchange model in which RFQs are aggregated then linked to a pool of suppliers who are notified automatically of the RFQ is the \_\_\_\_\_\_\_\_ model.

buyer aggregation

Markets in which several large sellers sell to a large number of buyers are called:

seller-concentrated markets.

Attracting large business sellers to public exchanges is often difficult for all of the following reasons EXCEPT:

advertising costs in public exchanges are very expensive.

In dealing with exchange members, the management of the exchange should:

make certain that the exchange is neutral in its dealings with all members.

The most attractive industries for a vertical exchange are characterized by:

many fragmented buyers and sellers.

Brand building is important in B2B exchanges because:

it is easy for

exchange members

to change to another

exchange.

55-Using tunneling technology to improve security of communication over the Internet is called:

local area network virtual private network (VPN).

Although a company's success is clearly dependent on finding and retaining customers, its success may be far more dependent on what is behind the Web page than on what is on the Web page.

True

It has been well known for generations that the success of many private, public, and military organizations depends on their ability to manage the flows of materials, information, and money, which is referred to as the product life cycle.

True

Supply chain problems can cause delays, products not being where they are required at the right time, customer dissatisfaction, lost sales, and high expenses that result from fixing the problems once they occur.

True

The term supply chain comes from the concept of how systems and processes within an organization are linked together.

False

supply chain involves activities that take place during the entire product life cycle, "from dirt to dust."

True

A supply chain can be broken into three major parts: upstream, internal, and downstream.

True

The downstream part of the supply chain includes the activities of a company with its suppliers, which can be manufacturers, assemblers, or both, or service providers, and their connections with their suppliers.

False

In the internal part of the supply chain, the major concerns are production management, manufacturing, and inventory control.

True

In the upstream supply chain, attention is directed at distribution, warehousing, transportation, and after-sale service.

False

SCM aims to minimize inventory levels, optimize production and increase throughput, decrease manufacturing time, optimize logistics and distribution, streamline order fulfillment, and overall reduce the costs associated with these activities.

True

A major requirement for any medium- to large-scale company that is moving to EC implies an integration between all the activities conducted on the Web and the ERP/MRP/SCM solutions–in other words, creating an e-supply chain and managing it.

True

E-supply chain management is the collaborative use of technology to enhance B2C processes and improve speed, agility, real-time control, and customer satisfaction.

False

The success of an e-supply chain depends on managing information with strict policies, discipline, and daily monitoring.

True

The success of an e-supply chain depends on an e-supply chain that is loosely integrated both within a company and across an extended enterprise made up of suppliers, trading partners, logistics providers, and the distribution channel.

False

Companies can use replenishment information to reduce inventories and eliminate stocking points.

True

By combining bar coding and wireless technologies, automobile dealers are able to scan in goods as they arrive electronically and place them in inventory up to 10 percent faster than previously.

False

At hospitals and supermarkets, inventory reorder points have been automated so that when inventory gets down to a certain point the system will automatically notify a human of the exact amount to reorder.

False

Functional products are staple products, such as groceries or gasoline, that have stable and predictable demand. For these products, an effective supply chain emphasizes speed, responsiveness, and flexibility rather than low costs.

False

Pure EC companies may be likely to have more supply chain problems because they may not have a logistics infrastructure and may be forced to use external logistics services.

False

A major limitation of RFID currently is the restriction of the environments in which RFID tags are easily read.

True

RuBee relies on low-frequency magnetic waves to track products and transfer information. It is becoming a replacement for RFID because RuBee overcomes many of RFID's limitations.

False

With vendor-managed inventory, retailers make their suppliers responsible for determining when to order and how much to order. The retailer provides the supplier with real-time information such as point-of-sale data, inventory levels, and a threshold below which orders are replenished.

True

The goal of collaborative planning, forecasting, and replenishment (CPFR) is to streamline product flow from manufacturing plants to retailers.

False

Studies have shown that electronic-based collaboration and product lifecycle management (PLM) can reduce product costs and travel expenses by 50 percent, as well as significantly reduce costs associated with product-change management.

True

As with any IT project, management needs to be able to justify the development and use of a corporate portal by comparing its cost with its benefits. The challenge is that despite the tangible benefits from investment in portal technology, such as include increased revenues and customer loyalty, most of the benefits of portals are intangible.

True

A company's internal operations and its relationships with suppliers and other business partners are frequently:

as complex as customer-facing applications such as taking an order online.

For a manufacturer, the supply chain ends:

when the product is used up and disposed of.

The use of Web technologies to manage warehousing and transportation processes is called:

e-logistics

The e-SCM process that includes integrated production and distribution processes is:

supply chain replenishment.

The last fifteen orders from a manufacturer to its suppliers range from $100,000 to $8,740,000. This is an example of:

the bullwhip effect.

B2B systems which are used for communication, design, planning, information sharing, and information discovery are called:

collaborative commerce.

All of the following would be considered c-commerce EXCEPT:

aggregatingcatalogs on a central server

RFID can provide immediate, short-term, and long-term value to organizations. An example of immediate value from RFID is when:

an RFID tag tells inventory control every time a roll of wire moves out of the warehouse and onto the factory floor.

A major block in the widespread implementation of collaborative commerce is:

the lack of universally accepted standards.

Wal-Mart and Levi Strauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of:

CPFR.

The purpose of CPFR is to:

ensure that members of the supply chain will have the right amount of raw materials and finished goods when they need them.

\_\_\_\_\_\_\_\_ is a business strategy that enables manufacturers to control and share product-related data as part of product design and development efforts.

Product lifecycle management

All of the following are true about product lifecycle management (PLM) EXCEPT:

The demand for PLM in limited because it does not apply to products that have short life cycles or are complex.

Today, many business experts agree with each of the following EXCEPT:

Supply chain integration has reduced the intensity of competition in most industries.

When planning, designing and implementing integrated supply chain operations, management requires a holistic focus that takes account all of the following primary factors EXCEPT:

location and revenues.

Software that helps integrate different types of information systems among collaborating companies is called:

middleware

Collaborative workflow applications:

address project-oriented and collaborative processes.

Software applications that address project management concerns are examples of:

collaborations workflow applications.

Addressing mission-critical, high-volume transaction processes is the goal of:

production workflow applications.

The steps required to approve an expense report is an example of:

administrative workflow applications.

\_\_\_\_\_\_\_\_ is the transfer of documents and computer files while videoconferencing.

Data conferencing

The primary benefits of workflow management systems include all of the following EXCEPT:

increased data security.

When large suppliers or buyers are involved, a workflow system:

is needed for both the collaborative efforts and for supply chain and production improvements.

Groupware is appropriate in all of the following situations EXCEPT:

For people working on different tasks or projects.

\_\_\_\_\_\_\_\_ means that the communication and collaboration are done in real time.

Synchronous

All of the following are types of communication and collaboration done in real time EXCEPT:

blogging

The growth in electronic meeting systems has been driven by all of the following EXCEPT:

Shorter cycle times.

The major benefit of group decision support systems is:

in conducting virtual meetings.

Corporations are moving their phone systems to \_\_\_\_\_\_\_\_ to cut costs and boost efficiency.

VoIP

All of the following apply to instant video EXCEPT:

The highest quality approach is to add video cameras to the participants' computers.

Wikis are used for informal organizational training because it reduces the cost and time of training.

True

E-government applies only to the interaction of the government with its business suppliers.

False

The government-to-citizens (G2C) category includes all of the interactions between a government and its citizens that can take place electronically.

True

Two major areas of G2C activities are "tourism and recreation" and "research and education."

True

Current voting technologies are being implemented in various countries because of the security provided by these technologies.

False

The Government Paperwork Elimination Act and the Memorandum on E-Government ordered the top 500 forms used by citizens to be online by December 2000.

True

The smart card system is part of a nationwide electronic benefits transfer system in the U.S. for Social Security and welfare payments and other benefit payments.

False

Social networks, such as MySpace, Facebook, and YouTube, are rarely used by political candidates to reach voters because there are too few users of those networks who actually vote.

False

Forward auctions are buy-side auction systems used by the government to buy large amounts of MROs and other materials directly from suppliers.

False

Electronic filing of business taxes is available in over 100 countries, from Thailand to Finland to the United States.

True

The U.S. Navy's Lifelines system is an example of G2E EC.

True

The e-government transformation process from traditional delivery to full implementation is a quick process.

False

G2B is easier to implement than G2C.

True

One of the most important issues in implementing e-government is its adoption and usage by citizens.

True

The topic of e-learning is gaining much attention, especially because world-class universities such as MIT, Harvard, and Stanford in the United States and Oxford in the United Kingdom are implementing it.

True

At Cisco, e-learning helped reduce employee training time and costs by almost 25 percent.

False

One disadvantage of e-learning is the lower content retention rate compared to traditional in-person training.

False

An important advantage of e-learning is that it can provide a fear-free and privacy-protected environment in which students can put forth any idea without fear of lookingstupid.

True

A drawback of e-learning is that no online course can deliver real-time information and knowledge in the way a "live" instructor can.

True

Unlike educational institutions, only a small number of business organizations are using e-learning on a large scale.

False

The dynamic approach to publications personalizes content in real time and transmits it on the fly in the format best suited to the user's location, tastes, and preferences. This approach also is called just-in-time (JIT).

True

One of the seven principles for building effective blogs is to think of a blog as a database instead of a newspaper-like collection of posts.

True

Senior executives and companies are using the blogosphere to build trust-based relationships, polish corporate reputations, promote social causes, and accomplish other professional goals.

True

Knowledge portals are single-point-of-access software systems intended to external use only provide easy and timely access to knowledge and to support communities of knowledge workers who share common goals.

False

P2P signifies a shift in peer-networking emphasis from hardware to applications because easier configuration and control over applications enable even non—technical people to join the user community.

True

\_\_\_\_\_\_\_\_ are a popular online publishing technology for creating a Web page that can be edited by anyone with a standard Web browser.

Wikis

All of the following are examples of e-government EXCEPT:

a company sells army and navy surplus supplies at auction over the Internet.

An example of G2C is:

a driver applies for and pays for the renewal of his auto tag online.

Chaplin reports quarterly sales revenue from his business to city hall over the Internet. He pays his local business tax with a credit card. This is an example of:

G2B e-commerce

A government agency uses an online reverse auction to satisfy the tendering system requirements specified by law. This is an example of:

e-Procurement

Government-to-employee applications can lead to significant efficiency improvements for all of the reasons EXCEPT:

Most government employees use handheld digital devices.

All of the following are problems in implementing e-Government EXCEPT:

the technology needed to implement stage 6 of the Deloitte transformation process does not exist yet.

One of the most important issues in implementing e-government is:

its adoption and usage by citizens.

All of the following are advantages of e-learning EXCEPT:

college professors are anxious to develop new online courses.

All of the following are potential drawbacks of e-learning EXCEPT:

knowledge retention is lower than in traditional classrooms.

Most universities use e-learning:

as a supplementary channel to traditional classrooms.

The business forces that are driving the transition from traditional education to online learning are all of the following EXCEPT:

limited supply of faculty with specialized expertise

Which of the following is an example of edutainment?

An online game that uses colorful characters to teach young children about numbers.

One of the facilitators of e-learning is \_\_\_\_\_\_\_\_ technology such as wikipedia.org.

Web 2.0

\_\_\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos, music, and other digitizable information over the Internet.

Online publishing

More and more people are willing to pay for digital music, as shown by the success of

\_\_\_\_\_\_\_\_.

Apple's iTunes

\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars, promote the work of new or unknown musicians, and broadcast international entertainment activities.

Webcasting

A podcast is distinguished from other digital audio formats by:

its ability to be downloaded automatically, using software capable of reading feed formats such as RSS.

The exclusively online publication of Stephen King's e-book Riding the Bullet in March 2000:

as disrupted by hackers who breached security, then distributed free copies of the book.

A type of e-book referred to as the \_\_\_\_\_\_\_\_ is a truly multimedia, online-only book that has hyperlinks, three-dimensional text and display, graphics, audio, and video. It supports nonlinear exploration of topics.

Rubics-cube hyperlink book

The primary advantage that e-books offer publishers is:

lower production, marketing, and delivery costs.

Which of the following statements about blogs is not true?

Blogs are limited to one-way communication.

Risks in corporate blogging include all of the following EXCEPT:

the risk of disciplinary action against abusive bloggers.

A major purpose of an organizational knowledge base is to support and allow \_\_\_\_\_\_\_\_.

knowledge sharing

The tasks of KM include each of the following EXCEPT:

restricting knowledge access to prevent its transfer between individuals.

Knowledge is of limited value if:

it is not shared.

\_\_\_\_\_\_\_\_ involves using various computer-based tools and techniques to analyze transaction data and generate new ideas.

Knowledge creation

Knowledge generated in e-business contributes to the enhancement of three core operating processes, which include all of the following EXCEPT:

project management

Customer-to-customer (C2C) e-commerce is conducted in various ways on the Internet, but the best-known C2C activities are:

C2C auctions

P2P systems have all of the following key characteristics EXCEPT:

The overall system is well integrated, but lacks tools for easy creation of content or multichannel collaboration applications. on one computer to execute a program on a server computer. servers. for adding functionalities.

Using wireless technologies, one can create EC applications that are not available with wireline systems.

True

Mobile computing refers to a computing paradigm designed for workers who travel outside the boundaries of their organizations or for anyone on the move.

True

The two solutions that were necessary for mobile wireless computing to be feasible were computers that were small enough to be carried easily and long-life batteries.

False

A laptop or notebook computer can become wireless with the addition of a cellular chip.

False

Overall, PDA sales dropped in the mid-2000 because PDAs lacked features beyond personal information management.

True

The primary application of Blackberry is instant messaging.

False

Hardware and software designers need to consider the special requirements of mobile devices such as small screens, reduced memory, limited bandwidth, and restricted input capabilities.

True

A Web server may need two versions of the same Web page–a normal page with full graphics for desktop computers and a mobile page for PDAs and smartphones–and a way to distinguish between devices requesting the Web page.

True

The infrastructure to support mobile commerce is inexpensive and relatively simple to put in place.

False

Common standards for various mobile devices simplify the development of software applications for wireless devices.

False

Small handheld computing devices use a variety of interface approaches including a touch screen, mini-joystick, jog dial, and thumb wheel.

False

The Wireless Application Protocol, or WAP, is a suite of network protocols designed to enable different kinds of wireless devices to access WAP-readable files on an Internet-connected Web server.

True

The WAP gateway is a server that is responsible for translating information requests from the device into an HTTP request that the Web server can understand.

True

Micropayments for small-purchase amounts of less than $10 have become widespread in EC, in part because of the widespread use of all types of mobile devices.

False

Increased use of voice-support services exploits the built-in audio capabilities of many mobile devices and reduces their dependence on unsatisfactory input solutions, such as handwriting recognition, keypads, or virtual touch-screen keyboards.

True

The highest level of voice support services is a voice portal, which is a Web site with an

audio interface that can be accessed through a telephone call.

True

WiFi is a set of telecommunications standards that enables wireless devices to communicate with each other over short distances, but which suffers from interference and security problems.

False

The most popular Wi-Fi standard is 802.11b, which is inexpensive and offers sufficient speed for most devices, but has interference problems.

True

A common type of personal area network (PAN) is Bluetooth-enabled headsets that people use with their cell phones.

True

Increasingly, 802.11b is being used in commercial environments where cost is not a major issue and where laptop computers can take advantage of the 54 Mbps transfer rate.

False

WiMax is an IEEE 802.16 wireless standard for making broadband network access widely available for data and voice over a medium-sized area, and whose impact on e-commerce is still unclear.

True

Even though micro-payment technology has wide-ranging applications, such as making payments to parking garages and public transportation, two factors limiting the success of micro-payment applications are transaction costs and nonpayment risks.

True

The two greatest opportunities in B2B mobile commerce are to use wireless communication to share information along the supply chain and to make electronic payments.

False

In Las Vegas, the Luxor pre-registers guests when their airplane lands and they turn on their cell phones. Also, the hotel can determine when guests leave the hotel, luring them back to gamble with mobile incentives and pitches. This is an example of Global Positioning Systems (GPS).

False

Several key ethical issues in m-commerce include isolation, loss of privacy, and potential health damage from cellular radio frequency emissions.

True

M-commerce transactions and activities require \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_.

hardware and software infrastructures; infrastructure support

Infrastructures that support the wireless connection are:

network access points, mobile communications server switches, and cellular transmitters and receivers.

Components of a wireless infrastructure that support delivery of services over a wireless connection are:

WAP gateways, GPS locators, and GPS satellites.

Characteristics of mobile devices that create special requirements that hardware and software designers need to anticipate when designing mobile computing systems include all of the following EXCEPT:

broad bandwidth

The exchange of updated information with other computing devices is called:

synchronization.

A suite of network protocols designed to enable different kinds of wireless devices is called:

Wireless Application Protocol.

The application logic in a handheld PDA, smart phone, Palm or Wintel notebook is alled:

a mobile application user interface.

\_\_\_\_\_\_\_\_ enables the determination of the location of an enabled device.

GPS

Rick sends a message from a delayed flight to his friend on her cell phone that he will be rriving late. The service that allows the sending and receiving of such short text messages on mobile phones is called:

SMS

Micropayments are electronic payments:

that are less than

$10.00.

A \_\_\_\_\_\_\_\_ is suitable for mobile users who need to make very short-range device-to-device wireless connections within a small space, such as a single room, and most commonly with Bluetooth.

personal area network

Most WLANs run on a telecommunications standard known as \_\_\_\_\_\_\_\_, which is more commonly called \_\_\_\_\_\_\_\_.

IEEE 802.11; Wi-Fi

The IEEE standard \_\_\_\_\_\_\_\_ offers bandwidth transfer rates of 200 to 540 Mbps, which makes it impractical because it exceeds the limits of most broadband connections used by homes and small businesses.

802.11n

All of the following about wireless wide area networks (WWAN) are true EXCEPT:

The single WWAN network standard insures compatibility of handsets within and between countries.

The major attributes that enable development of new applications that are possible only in a mobile environment include all of the following EXCEPT:

Security

The development of m-commerce is being driven by the following technological, business, social, and economic factors EXCEPT:

The transition to a manufacturing economy.

As in e-commerce, m-commerce B2C applications are concentrated in each of the following areas EXCEPT:

telecommunications

The major enterprise mobile applications are all of the following EXCEPT:

research and development

By enabling sales force employees to record orders in real time, the organization benefits through each of the following EXCEPT:

more extensive collaboration and sharing of customer leads.

Mobile access supports the two functions of sales force mobilization and field service, which extends the reach of \_\_\_\_\_\_\_\_ to both employees and business partners on a 24/7 basis to any place where recipients are located.

customer relationship management

One way to share information with supply chain partners is wireless \_\_\_\_\_\_\_\_, which is the science of measuring physical phenomena such as temperature, volume, or an on/off condition at a remote point and transmitting the value to a distant recorder or observer.

telemetry

WiMax and 3G wireless mobile technologies offer telemedicine application opportunities that include all of the following EXCEPT:

Reduced threat of malpractice suits because there is no hands-on interaction between the remote physician and the patient.

Which of these following items are benefits of E-Learning? Hint: choose multiple answers (3) | ,lower cost,greater flexibility,more effective learning

How many type of E-Commerce do you know? Typing these names of them! |

To evaluate, how many dimensions of E-Commerce we will use? | 3

What does C2B stand for? Hint: capitalize the first letter of each word. E.g: if NIC, you need to enter Network Interface Card only. | consumer-to-business

Match the items on the left with the items on the right

Electronic market (e-marketplace)|An online marketplace where buyers and sellers meet to exchange goods, services, money, or information

Brick-and-mortar organizations|Old-economy organizations (corporations) that perform their primary business offline, selling physical products by means of physical agents

Virtual (pure-play) organizations|Organizations that conduct their business activities completely online

Click-and-mortar organizations|Organizations that conduct some e-commerce activities, usually as an additional marketing channel

How many common types of Revenue model existing in E-Commerce? | 5

How many main steps are existing in a generic purchasing-decision model in E-Commerce? | 5

Select the correct answer from the choices below to fill in blank. Click in to figure to see the blank | Customize

Choose the right types and activities in knowledge management (KM) Hint: choose multiple answers (6) | ,Create,Capture,Refine,Store,Manage,Disseminate

Select the correct definition of "Spot buying" term from the choices below | is the purchase of goods and services as they are needed, usually at prevailing market prices

A company allows peoples to watch a sports competition in real-time for a fee. So that company’s revenue follows: | Subscription Model

A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is \_\_\_\_\_. | electronic data interchange

The most common and traditional form of auctions in which one seller entertains bids from many buyers is referred to as: | forward auctions.

A mode is purchasing where prices are negotiated or discounted is \_\_\_\_\_, which refers to nonfixed prices, such as those in auctions or stock markets. | dynamic pricing

Software tools that scout the Web for stores that sell similar items at low prices are called \_\_\_\_\_. | Shopping portals

Broadly, \_\_\_\_\_\_ refers to marketing that takes place without intermediaries between manufacturers and buyers; or marketing done online between any seller and buyer. | direct marketing

To avoid getting false information from participants of online surveys, marketers learn about customers by observing their behavior using each of the following EXCEPT: | Data mining to analyze clickstream data.

\_\_\_\_\_\_\_ is the direct purchasing from internal marketplaces without the approval of supervisors and without the intervention of a procurement department. | Desktop purchasing

An exchange that handles materials used by companies in different industries is referred to as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | horizontal exchange

One of the most important issues in implementing e-Government is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | its adoption and usage by citizens

The major benefit of an DSS is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | in easier decision making

The primary advantage that e-books offer publishers is: | lower production, marketing, and delivery costs.

The major enterprise mobile applications are all of the following EXCEPT: | research and development

Characteristics of mobile devices that create special requirements that hardware and software designers need to anticipate when designing mobile computing systems include all of the following EXCEPT: | broad bandwidth

Choose the right term with the following description: “The use of digital technologies that enable companies to collaboratively plan, design, develop, manage, and research products, services, and innovative EC applications” | collaborative commerce (c-commerce)

A firm that operates both physical stores and an online e-tail site is said to be a click-and-mortar business selling in a \_\_\_\_\_. | multichannel business model

Which of the following E-Commerce model conduct almost through out wireless network or portable device? | M-Commerce

\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos, music, and other digitizable information over the Internet. | Online publishing

Amazon e-commerce system is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_ | Pure-play e-tailers

There are two statements: Statement A: WAP stands for Wireless Application Protocol Statement B: VoIP stands for Video over Internet Protocol Which of the statements is/ are correct? | A is True, B is False

In E-Commerce framework, the Policy part is belonged to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Support services layer

The major \_\_\_\_\_ e-marketplaces are storefronts and Internet malls. | B2C

Which of the following is NOT a standard used in E-Commerce? | IFI

Which of the following wireless technology has the lowest coverage of signal? | WiFi

Which of the following network type has the largest range of geography implement? | WAN

Basic marketing model is based on 4P factor. There are Product, Price, Promotion, and \_\_\_\_\_\_\_\_\_\_ | Place

Which of the following item is NOT included in the four major categories of e-government services? | government-to-customers

Digital signature is based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | public key infrastructure

An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of: | personalization.

Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_ market segmentation. | psychographic

In chapter 8 - Marketing and Advertising in E-Commerce, AIDA model is mentioned and used to analyze their differences in illustrating an online purchasing behavior. What does the second A in AIDA stand for? | Action

Which of the following items drivers of m-commerce? Hint: choose multiple (3) answers | ,The handset culture,Improving bandwidth,Improved price/performance

Which of the following case-study is opening case of chapter 8 - "Marketing and Advertising in E-Commerce"? | Netflix Increases Sales Using Movie Recommendations and Advertisements

Which of the following are main major characteristics of Web 2.0? Hint: choose multiple (3) answers | ,Rich User Experience,User Participation,Collaborative

Match the items on the left with the items on the right

Social media|The online platforms and tools that people use to share opinions, experiences, insights, perceptions, and various media, including photos, videos, and music, with each other

Social marketing|A combination of social policy and marketing practices to achieve a set of social behavioral goals within a target audience

Social capital|A sociological concept that refers to connections within and between social networks. The core idea is that social networks have value. Just as physical capital or human capital can increase productivity (both individual and collective), so can social contacts affect the productivity of individuals and groups.

Social media marketing|A term that describes use of social media platforms such as networks, online communities, blogs, wikis, or any other online collaborative media for marketing, market research, sales, CRM, and customer service.

Which of the following term is CORRECT with the description paragraph: "A term coined by Mark Zuckerberg of Facebook, which originally referred to the social network of relationships between users of the social networking service provided by Facebook. The idea was for Facebook to benefit from the social graph by taking advantage of the relationships between individuals that Facebook provides, to offer a richer online experience. This definition was expanded to refer to a social graph of all Internet users." | Social graph

Which of the following are benefits of social commerce to the consumer and to vendors? Hint: choose multiple answers | ,Customers' expectation can be meet in fully and quickly.,Increate trust via direct conversations.,Target advertisements more accurately

Arrange the following items in the correct order of the EC order fulfillment process (beginning step at top, and ending step at the bottom) | ,Making sure the customer will pay,Checking for in-stock availability,Arranging shipments,Replenishment,Contacts with customers

Select the correct answer from the choices below which is corresponding with the following statement in STRATEGIC PLANNING TOOLS" : It is a methodology that surveys external opportunities and threats and relates them to internal strengths and weaknesses. | SWOT analysis

Key business drivers for B2B are all of the following EXCEPT: | the willingness of companies to incur higher costs to improve collaboration.

Which of the following is an example of G2C ? U.S. Census: co quan diê`u tra dân sô´ cu?a Mi~ Chamber of Commerce: pho`ng thuong ma?i Mi~ | a driver applies for and pays for the renewal of his auto tag online.

With \_\_\_\_\_\_\_\_\_\_, a business sells to a business but delivers small quantities to customers of the buying business. | B2B2C

A company-based acquisition site that uses e-procurement methods such as reverse auctions, negotiations, or group purchasing to overcome the manual searching of e-stores and e-malls, is referred to as a(n) \_\_\_\_\_\_\_\_ | buy-side e-marketplace.

Benefits of e-procurement over traditional procurement methods include all of the following EXCEPT: | increasing the skill requirements and training needs of purchasing agents.

A single company that deploy an E-Commerce system by build up a website where their services are sold. What kind of EC system they have? | storefront

Flappybird is a game that allows peoples to play games for free. So that case study follows: | None of the others

Which is INCORRECT about company-centric marketplaces term? | It is a public marketplace entities owned by that company.

When a good or service is promoted, the purpose of the promotion is to inform, persuade, or remind customers. | True

When a tee shirt manufacturer states, "We only sell it in black because that way we can buy plenty of black fabric and run our plant efficiently," their statement reflects the views that were popular in which era of the evolution of marketing? | Production-oriented

Jami sells construction equipment. Whenever she calls on her building contractor customers, she asks if they are having any problems. In doing so, Jami is addressing which of the following core aspects of marketing? | Satisfying customer needs and wants

Auction sites like eBay have increased opportunities for \_\_\_\_\_\_\_\_\_\_ marketing. | C2C

All of the following are examples of e-government EXCEPT: | a company sells army and navy surplus supplies at auction over the Internet.

Government-to-employee applications can lead to significant efficiency improvements for all of the reasons EXCEPT: | Most government employees use handheld digital devices.

One of the most important issues in implementing e-government is: | its adoption and usage by citizens.

All of the following are advantages of e-learning EXCEPT: | college professors are anxious to develop new online courses.

A retail company that sell directly to consumers over the Internet without maintaining a physical sales channel. That is a example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Pure-play e-tailers

In SCM, the supply chain of a manufacturer ends when\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | the product is used

When the works of sale employees are recorded in real time, the organization benefits through each of the following EXCEPT: | more extensive collaboration and sharing of customer leads

Purchases of goods and services based on long-term contracts is referred to as: | strategic sourcing

\_\_\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars, promote the work of new or unknown musicians, and broadcast international entertainment activities | Webcasting

A type of e-book referred to as the \_\_\_\_\_\_\_\_\_\_\_\_ is a truly multimedia, online-only book that has hyperlinks, three-dimensional text and display, graphics, audio, and video. It supports nonlinear exploration of topics. | rubics-cube hyperlink book

Risks in corporate blogging include all of the following EXCEPT: | the risk of disciplinary action against abusive bloggers.

Which of the following is INCORRECT about edutainment? | Some adult games like Doom, Grand Theft Auto, are example of edutainment.

In E-Commerce, what do PLM and VoIP stand for? Statement A: PLM stands for Product Life Management Statement B: VoIP stands for Voice over Internet Protocol Choose the right answer from the two statements! | Statement A is False, and Statement B is True

When a car manufacturer sells trucks, cars, and car parts to the government or military, this is an example of B2C marketing. | False

Supply chain management involves integrating the efforts of: | all of these.

The price of a product: | all of them are correct.

In the context of EC, \_\_\_\_\_\_\_\_\_\_ are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners. | exchanges

The power adapters Dell sells with its computers are built by small companies who specialize in power-related accessories. Dell and the power adapter manufacturers are engaging in B2B marketing. | True

What is NOT a major benefit of m-commerce? Hint: choose two answers | ,Reduces time utilization and productivity of mobile employees,Increases time to order

Arrange the following items in the correct order of Knowledge Management (start at the top, end at the bottom) | ,Create and capture,Refine,Store,Manage,Disseminate,Assess and evaluate

Choose the right term corresponding with the following statement: "It is a method of e-commerce where shoppers’ friends become involved in the shopping experience; social shopping attempts to use technology to mimic the social interactions found in physical malls and stores" | Social shopping

Choose the best type from the following option: Uber, or GrabTaxi are example of \_\_\_\_\_\_\_ | L-Commerce

Which of the following term is the best description for the figure? | E-Government

A new type of e-commerce refers to the localization of products and services through mobile device and context aware computing technologies is called \_\_\_\_\_\_\_\_\_\_\_ | L-Commerce

Ford's strategy is best described as: See figure | direct marketing from a manufacturer.

Which of the following content are benefit of E-Learning? Hint: choose multiple answers | ,Reduces travel time and travel costs for off-campus students,Self-paced learning modules allow students to work at their own pace

The term \_\_\_\_\_\_\_\_\_\_\_ refers to the number of times users call up a page that has a banner on it during a specific period. | ad view

The term \_\_\_\_\_\_\_\_\_\_\_ refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. (Visits refers to the number of times a site is visited, no matter how many unique visitors make up those sessions.) When an individual goes to a website on Tuesday, then again on Wednesday, this is recorded as two visits from one visitor (if the time period being measured is e.g. a week or month). | unique visitor

The risks of e-mail advertising management include all of the following EXCEPT: | measuring e-mail advertising effectiveness

The term \_\_\_\_\_\_\_\_\_\_\_ refers to the way of measuring the success of an online advertising campaign for a particular website as well as the effectiveness of an email campaign by the number of users that clicked on a specific link. | click through rate

\_\_\_\_\_\_\_\_\_\_\_ is an advertising strategy that uses word-of-mouth marketing in which customers promote a product or service by telling others about it. | Viral marketing

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is an online third party that brokers B2B transactions between a buyer and seller. | intermediary

Purchases of goods and services based on long-term contracts is referred to as\_\_\_\_\_\_ | strategic sourcing

In E-Commerce B2B context, what does PRM stand for? See figure | Partner Relationship Management

Non-production materials such as equipment and tools that support production are called: | indirect materials

Indirect materials are typically used in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ activities. | maintenance, repair, and operation (MRO)

Which of the following term is correct with the following statement: "Develops knowledge of the Internet and computers skills that will help learners throughout their lives, careers and they can study anywhere they have access to a computer and Internet connection". | E-Learning

CustomInk is a Virginia-based online retail company that enables customers to design and order custom apparel such as t-shirts and sweatshirts. Customers can upload their own art, or use the site's design tools to create a design and order the customized product. See figure Which of the following item(s) are benefits of their E-Commerce? Hint: choose multiple answers (3) | ,Website allows people to choose from CustomInk's design ideas, clipart, fonts and colors, or upload their own images to be printed on items including apparel, bags, drinkware and office supplies.,Artists review each design, and email the customer a picture proof of how the design will print.,Depending on the desired quality and quantity of the item, their staffs performs screen printing, digital printing, and embroidery services.

Wal-Mart and Levi Strauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_ | Collaborative Planning, Forecasting and Replenishment (CPFR)

Marketing that takes place without the help of intermediaries is called: | direct marketing.

Which of the following content is NOT the benefits of E-Government? Commonwealth: khu v?c th?nh vu?ng | Reduced access to information. It reduces a greater amount of information to businesses and provides it in a more organized and accessible manner.

In direct marketing: | sales are made in malls only.

A marketer that uses e-mail to advertise to potential customers is called a: | viral marketer.

An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of \_\_\_\_\_\_\_\_\_ | personalization

Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the \_\_\_\_\_\_\_\_\_\_ stage of the EC purchase decision-making process. See figure | need identification

Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_\_\_\_\_\_\_ market segmentation. demographic: nhân kh?u h?c psychographic: tâm lý h?c | psychographic

Web analytics and mining tools and services: mining (n): khai phá d? li?u clickstream (n): kích chu?t merchandisers (n): mua hàng | offer advanced functions that help marketers decide which products to promote, and merchandisers achieve a better understanding of the nature of demand.

Companies that use an intermediary to do their buying and selling tend to be: | low on supply chain power and low on buying/selling capabilities

When planning, designing and implementing integrated supply chain operations, management requires a holistic focus that takes account all of the following primary factors EXCEPT: | location and revenues.

Dell’s cornerstone business model is based on the concept of: | build-to-order which allows customers to configure their own customized systems.

\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the buying and selling of goods and services; servicing of customers; collaborating with business partners; and conducting electronic transactions within an organization. | E-business

EC can take several forms depending on the degree of digitization of the following three dimensions \_\_\_\_\_\_\_\_\_\_\_ | the product or service sold, the process, and the delivery method.

Purely physical companies are referred to as \_\_\_\_\_\_\_\_\_\_\_\_ companies, whereas companies that are engaged only in EC are considered \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ companies. | brick-and-mortar; virtual

The ways in which EC is done include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are systems where only routine transaction processing and information flow take place between two or more organizations using a standard protocol, such as electronic data interchange (EDI). | Interorganizational information systems

Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | corporate portals

A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is \_\_\_\_\_\_\_\_\_\_\_. | Electronic data interchange

The major \_\_\_\_\_\_\_\_\_\_ e-marketplaces are storefronts and Internet malls. | B2C

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are online markets owned and operated by a single company and may be either sell-side or buy-side. | Private e-marketplaces

A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | Electronic shopping cart

The most common and traditional form of auctions in which one seller entertains bids from many buyers is referred to as: | Forward auctions

An auction in which there is one buyer and many potential sellers; or in which a buyer places an item for bid on an RFQ system and the lowest bid wins is referred to as all of the following EXCEPT: | Reverse auctions.

What is a benefit of e-auctions to sellers? | The optimal price is determined by the market.

Organizations are embracing mobilized computing technologies for several reasons EXCEPT: | Wireless security problems have been solved with encryption.

The type of e-auction is based on\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | demand and supply relationship

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is a single point of access through a Web browser to help users find relevant and accurate business information and reduce information overload. | information portal

The HotDeal.vn, MuaChung.vn websites are examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | B2B2C model

To be successful and useful, large e-catalogs need a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | search engine

Match the following names and their figures description in EC revenue model.

Transaction fees model|1400712639097

Subscription model|1400712643513

Advertisement model|1400712649430

Affiliate model|1400712654817

Sales model|1400712659179

In EC Framework, which of the following items are belong to infrastructure layer? Hint: choose multiple answers (2) | ,Security,Messaging and information distribution

See the figure and choose the right options to fill in blank A and B | A is Infrastructures and B is Support services

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results - often referred to as "natural," "organic," or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. Which of the following category SEO is belonged to? | Marketing and advertising

Choose the right type of E-Commerce based on the following statement: "The e-commerce activities conducted in social networks and/or by using social software (i.e., Web 2.0 tools)" | s-commerce

In E-Commerce, what does PKI stand for? Hint: capitalize the first letter of each word (e.g. NIC you need to enter Network Interface Card only) | Public key infrastructure

The technology platform to keep every online transaction secured is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | PKI

In digital signature, which of the following encryption algorithm is applied? | RSA

According to Peter Drucker, e-commerce is profoundly changing markets, industry structures, products and services, consumer segmentation, consumer values and consumer behavior; jobs, and labor markets. | True

By purchasing a textbook from Amazon.com and having the merchandise physically delivered, Amazon.com would be considered a click-and-mortar organization because pure EC did not occur. | True

In the field, a sales representative writes notes with a mobile handwriting-recognition computer immediately after a sales call. This can be viewed as an EC activity. | False

In addition to EC being conducted via the Internet, EC can be conducted over local area networks (LANs). | True

An example of business-to-consumer (B2C) is when Dell provides customer service online by collaborating electronically with its partners. | False

An internal corporate network that uses Internet tools, such as Web browsers, is known as an intranet. | True

An extranet is a network that uses the Internet to link together multiple intranets. | True

Purchasing a Dell computer online for use at home is an example of e-tailing. | True

Networked computing connects multiple computers and other electronic devices that are located in various locations by telecommunications networks, including wireless ones. | True

When Dell purchases Godiva chocolates as gifts for its employees and has Godiva mail them directly to the recipient Dell is engaged in B2B2C. | True

Peer-to-peer (P2P) technology can be used in C2C, B2B, and B2C. | True

The final participants in B2B transactions are consumers. | False

Doing your banking on an Internet-enabled cell phone is an example of m-commerce. | True

Despite the many e-tailing EC companies that have failed in the past, the dot-com failure rate has recently declined sharply. | True

Since 2001, no other company has had more of an impact on EC than MySpace. | False

Wikipedia.com, a Web site that allows people to work together online and share information, is an example of Web 2.0. | True

The digital economy refers to an economy based on digital communication networks, computers, software, and other related information technologies that provide a global platform over which people and organizations interact, communicate, collaborate, and search for information. | True

Economic, legal, societal, and technological factors have created a highly competitive business environment in which customers are becoming less powerful. | False

Strong competition and increased power of consumers are two of the major market pressures in today’s business environment. | True

Business models are a subset of a business plan or business case and refer to methods of doing business by which a company can generate revenue. | True

A business model outlines how the organization or the EC project will generate revenue through sales, transaction fees, advertising fees, affiliate fees, or other revenue sources. | False

A value proposition refers to the tangible and intangible benefits that a company can derive from using EC making it an important part of the marketing plan. True

Affiliate marketing is an EC business model of word-of-mouth marketing in which customers promote a product or service to friends or other people. False

Social networks, such as Facebook, YouTube, and MySpace, are Web sites that connect people with specific interests by providing free services such as photo sharing, e-mail, and blogging. | True

Many companies used a corporate portal, which is a gateway for customers, employees, and partners to reach corporate information and communicate with the company. | True

Dell’s cornerstone business model is based on the concept of: | -to-order which allows customers to configure their own customized systems.

refers to the buying and selling of goods and services; servicing of customers; collaborating with business partners; and conducting electronic transactions within an organization. | E-business

EC can take several forms depending on the degree of digitization of the following three dimensions: | the product or service sold, the process, and the delivery method.

Purely physical companies are referred to as \_\_\_\_\_\_\_\_\_\_\_\_ companies, whereas companies that are engaged only in EC are considered \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ companies. | brick-and-mortar; virtual

The ways in which EC is done include: | the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine

are systems where only routine transaction processing and information flow take place between two or more organizations using a standard protocol, such as electronic data interchange (EDI). | Interorganizational information systems

A business such as Apple Computers making online transactions with its trading partners is an example of: | B2B

EC applications are supported by infrastructure and by each of the following support areas EXCEPT: | Mobile devices

Intrabusiness EC is usually performed over intranets and/or | corporate portals

A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is | Electronic data interchange

Challenges that Boeing faced with its global collaboration for the design and assembly process of its new Dreamliner passenger plane included each of the following EXCEPT: | Lag time

A large number of EC companies, especially e-tailing and B2B ones, failed from 1999 to 2005 for each of the following reasons EXCEPT: | The companies failed to register with search engines, such as Google.

refers to the second-generation of Internet-based services that let people collaborate and share information online in new ways, such as social networks and wikis. | Web 2.0

Which of the following is not a characteristic of the Digital Revolution? | Many business processes are expedited by up to 50 percent.

Because the rate of change and the level of uncertainty are expected to accelerate, organizations are | operating under increasing pressures to produce more products, faster, and with fewer resources.

According to the Business Environment Impact Model, \_\_\_\_\_\_\_\_\_\_\_ provide support to organizations’ activities and to actual performance, countering business pressures. | EC and IT

A \_\_\_\_\_\_\_\_\_\_\_\_ is a company’s method of doing business to generate revenue to sustain itself. | business model

According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, companies receive commissions for referring customers to others’ EC Web sites. | affiliate fees

According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, customers page a fixed amount, usually monthly, to receive some type of service. | subscription fees

Large private organizational buyers and government agencies make large-volume or large-value purchases through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, also known as reverse auctions. | electronic tendering systems

According to the \_\_\_\_\_\_\_\_\_\_\_\_\_ model, an organization can increase brand awareness or even generate sales by Web-based word-of-mouth marketing or promoting a product or service to other people. | viral marketing

Online group purchasing organizations are known as: | e-co-ops

Major barriers to EC include all of the following EXCEPT: | lack of technology

Which of the following is a technological limitation of EC? | Order fulfillment requirements of large-scale B2C.

A job opening in the Sales Department posted on the company's Intranet by the Human Resources Department is an example of: | B2E

Boeing designing a product together with a business partner is this type of interaction: | Collaborative Commerce

A corporation uses the Internal Revenue Service's Web site to learn how to pay its estimated quarterly income taxes. This is an example of: | G2B

The second-generation of Internet-based services that lets people collaborate and share information online is known as Web 2.0. An example of this is: | blogging

The digital enterprise shifts the focus from managing individual information resources such as devices, applications, and data to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that define the business and ultimately deliver value to customers and end users. | orchestrating the services and workflows

Many companies employ a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which is a gateway for customers, employees, and partners to reach corporate information and to communicate with the company. | corporate portal

is the process of buying, selling, or exchanging products, services, or information via computer networks. | Electronic commerce

refers to a broad range of business activities that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization | E-business

are organizations that conduct their business activities solely online. | Virtual (pure-play) organizations

are those that conduct some EC activities, usually as an additional marketing channel. | Click-and-mortar (or click-and-brick) organizations

EC can be conducted in an ... where buyers and sellers meet online to exchange goods, services, money, or information. | electronic market (e-marketplace)

is a corporate or government network that uses Internet tools, such asWeb browsers, and Internet protocols. | intranet

is a network that uses the Internet to link multiple intranets. | extranet

An EC model in which all of the participants are either businesses or other organizations is | business-to-business (B2B) e-commerce.

is an EC model in which businesses sell to individual shoppers. | Business-to-consumer (B2C)

is an EC model in which a business provides some product or service to a client business that maintains its own customers | Business-to-business-to consumer (B2B2C)

is an EC model in which EC transactions and activities conducted in a wireless environment. | Mobile commerce (m-commerce)

refers to M-commerce transactions targeted to individuals in specific locations, at specific times. | Location-based commerce (l-commerce)

is an E-commerce category that includes all internal organizational activities that involve the exchange of goods, services, or information among various units and individuals in an organization. | Intrabusiness EC

technology enables networked peer computers to share or swap data files, music, videos, software, and processing with each other directly. | Peer-to-peer (P2P)

is a public electronic market with many buyers and sellers. | exchange

Since 2001, no other company has had more of an impact on EC than | Google.

was coined by O’Reilly Media in 2004 to refer to a supposed second generation of Internet-based services that let people collaborate and share information online in new ways, such as social networking and wikis. | Web 2.0

chips are tiny tags can be implanted into humans or attached to products for tracking and identification purposes. | Radio frequency identification (RFID)

is a method of doing business by which a company can generate revenue to sustain itself. | business model

is the rapid production of customized products or services at a reasonable cost for a large number of customers. | Mass customization

is a description of how a company or an EC project will generate revenue. | revenue model

refers to the benefits, including the intangible, nonquantitative ones, that a company can derive from using EC. | value proposition

which involve bundling some goods and services together to provide more value than from offering them separately. | complementarities

is an arrangement whereby a marketing partner or individual refers consumers to the selling company’s Web site. | Affiliate marketing

is a gateway through which employees, business partners, and the public can enter a corporate Web site. | corporate portal

The functions and efficiency of an e-market are the same as that of a physical marketplace. | False

The emergence of electronic marketplaces has resulted in lower information search costs for buyers and lower transaction and distribution costs for sellers. | T

Although both marketplaces and marketspaces can sell physical products, the marketspace also can sell digital products, which are goods that can be transformed to digital format and delivered instantly over the Internet. | T

Front end refers to the activities that support online order fulfillment, inventory management, purchasing from suppliers, payment processing, packaging, and delivery. | F

In marketing, an intermediary is a third party that operates between sellers and buyers. Intermediaries of all kinds offer their services on the Web. | T

WebMD, which is the largest U.S. medical services company, is known mainly for its webmd.com consumer portal, but its core business is being an e-intermediary. | T

The major B2B e-marketplaces are electronic storefronts, Internet malls, and exchanges. | F

A portal is an information gateway that attempts to address information overload by enabling people to search and access relevant information from disparate IT systems and the Internet, using advanced search and indexing techniques, such as Google’s desktop. | T

Intermediaries are human or electronic agents that play an important role in EC by providing value-added services such as making payment arrangements to buyers and sellers. | T

Travelers using airline Web sites to book their flights directly without the use of travel agents is resulting in the reintermediation of travel agents. | F

Search engines not only “search and match,” but also have capabilities that can be used to perform routine tasks that require intelligence. | F

An electronic shopping cart is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | T

Shopping carts for B2B are fairly simple, but a shopping cart for B2C may be more complex. | F

An auction is a competitive process and market mechanism that uses a competitive process by which a seller solicits consecutive bids from buyers or a buyer solicits bids from sellers. | T

Negotiation and bargaining are two types of auctions where prices are not fixed, but rather are allowed to fluctuate as market supply and demand change. | F

Reverse auctions are bidding or tendering systems in which the buyer places an item for bid on a request for quote (RFQ) system; then potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins. | T

E-auctions are becoming less important selling and buying channels for companies and individuals | F

The major limitations of e-auctions are insufficient security, risk of fraud, and a limited pool of participants | T

A limitation of e-bartering for businesses is that excess capacity items such as office space, storage, factory space; idle facilities; and labor cannot be bartered. | F

Online negotiation can be facilitated by computer technology for the negotiation process and software agents for searches and comparisons. | T

Fundamentally, the success of the pure-play jewelry e-tailer Blue Nile was due to the company’s use of Internet technologies to: | offer lower prices than competitors

Traditional and electronic markets have three main functions, which include each of the following EXCEPT: | transforming raw materials into finished products.

Digital products have different cost curves than those of regular products because: | in digitization, most of the costs are fixed, and variable costs are very low.

The portion of an e-seller’s business processes through which customers interact, including the seller’s portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway is referred to as the \_\_\_\_\_\_\_\_\_\_\_\_\_ of the business. | front end

All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is termed the\_\_\_\_\_\_\_ of the business. | back end

The major \_\_\_\_\_\_\_\_\_\_ e-marketplaces are storefronts and Internet malls. | B2C

An electronic storefront includes several mechanisms that are necessary for conducting the sale. The most common mechanisms include each of the following EXCEPT: | a supply chain

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are online markets owned and operated by a single company and may be either sell-side or buy-side. | Private e-marketplaces

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is a single point of access through a Web browser to help users find relevant and accurate business information and reduce information overload | information portal

Finding relevant and accurate information is often time-consuming and requires access to multiple systems causing organizations to lose a lot of productive employee time. One solution to this problem is the use of: | portals.

A type of broker that helps consumers compare different stores is a: | shopping facilitator.

Human or electronic intermediaries attempt to address each of the following limitations of direct interaction EXCEPT: | product distribution.

The elimination of various types of agents that mediate between buyers and sellers, such as travel and insurance agents, is referred to as: | disintermediation

A mode is purchasing where prices are negotiated or discounted is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which refers to nonfixed prices, such as those in auctions or stock markets. | dynamic pricing

Although used occasionally in B2C commerce, customized catalogs are especially useful in B2B e-commerce for each of the following reasons EXCEPT: | Intranets, in particular, can deliver customized catalogs to different business customers.

To be successful and useful, large e-catalogs need a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | search engine

A \_\_\_\_\_\_\_\_\_\_\_\_ has capabilities that can be used to perform routine tasks that require intelligence such as providing customers with assistance based on their movements on a Web site | software agent

Popular search engines include all of the following EXCEPT: | MSN

A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | electronic shopping cart

The most common and traditional form of auctions in which one seller entertains bids from many buyers is referred to as: | forward auctions

An auction in which there is one buyer and many potential sellers; or in which a buyer places an item for bid on an RFQ system and the lowest bid wins is referred to as all of the following EXCEPT: | forward auctions.

What is a benefit of e-auctions to sellers? | The optimal price is determined by the market.

Organizations are embracing mobilized computing technologies for several reasons EXCEPT: | Wireless security problems have been solved with encryption.

EC competition is very intense because online transactions enable each of the following EXCEPT: | Higher prices because of a greater number of potential buyers.

Which of the following statements about differentiation and personalization is not correct? | Products must be differentiated for perfect competition.

It can be said that competition between companies is being replaced by competition between \_\_\_\_\_\_\_\_\_\_\_ . | networks

The Internet has influenced industry structures in each of the following ways EXCEPT | Increases differences among competitors whose offerings are kept proprietary.

Impacts of e-marketplaces on B2C direct marketing include all of the following EXCEPT: | Brand images for new companies have become more difficult to establish.

One of the major benefits of e-markets is the improvement in supply chains with the creation of a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | hub-based chain

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provides customers with exactly what they want, when and where they want it. Effective communication between the supply chain and the factory floor is needed to make it happen | Demand-driven manufacturing

is a virtual marketplace in which sellers and buyers meet and conduct different types of transactions | e-marketplace

is a marketplace in which sellers and buyers exchange goods and services for money or for other goods and services, but do so electronically. | marketspace

All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is termed the | back end

is typically a third party that operates between sellers and buyers | intermediary

is the portion of an e-seller’s business processes through which customers interact, including the seller’s portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway. | front end

refers to a single company’s Web site where products and services are sold. | storefront

are online markets owned and operated by a single company. | Private e-marketplaces

is a single point of access through a Web browser to critical business information located inside and outside of an organization | information portal

are portals that offer fairly routine content for broad audiences and are the most popular portals on the Internet; e.g., yahoo.com, aol.com, and msn.com. | Commercial (public) portals

E-marketplaces, especially for B2B and mega B2C such as Amazon.com may be plagued by | information overload

In cyberspace, there are intermediaries that provide and/or control information flow. These electronic intermediaries are known as | infomediaries.

is a company that facilitates transactions between buyers and sellers. | broker

is the elimination of intermediaries between sellers and buyers. | Disintermediation

is a computer program that can access databases of Internet resources, search for specific information or keywords, and report the results | search engine

is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | electronic shopping cart

refers to prices that are not fixed, but that are allowed to fluctuate as supply and demand in a market change | Dynamic pricing

refers to the conduct of e-commerce via wireless devices or from portable devices. | Mobile commerce

is an m-commerce application targeted to a customer whose preferences and needs and location (e.g., using GPS) are known in real time. | Location-based commerce

Because of these interrelationships, the business model of the Internet economy has been called the | Internet ecosystem

involves providing a product or service that is unique and not available elsewhere | Differentiation

is a model devised by Porter that says that five major forces of competition determine industry structure and how economic value is divided among the industry players in an industry; analysis of these forces helps companies develop their competitive strategy. | competitive forces model

offer two-way video, on-the-fly interaction, and application sharing. Such systems provide for interactive remote instruction systems, which link sites over a high-speed intranet. | E-learning systems

The amount and percentage of goods and services sold on the Internet is increasing rapidly, despite the failure of many dot-com companies. | T

A retailer is a sales intermediary, a seller that operates between manufacturers and customers. | T

Consumer electronics, including cell phone sales, are the largest category of online retail. | F

Jewelry sales over the Internet is just beginning, but could be one of the top sellers on the Internet in the near future. | F

Offline transactions are somewhat influenced by research conducted online, with approximately one-third of online shoppers reporting that they used the Internet to research and influence their offline shopping choices. | F

Evidence indicates that the basic principles that apply to retail success do not apply to e-tail success. | F

Offering quality merchandise at good prices, coupled with excellent service, and cross-channel coordination and integration in which customers can almost seamlessly operate between the online and physical environments of a business are also important elements in successful e-tailing. | T

Goods with the following characteristic—guarantee provided by highly reliable or well-known vendors—are expected to facilitate higher sales volumes. | T

A business model is an analysis of the organization’s customers and, from that, a discussion of how that organization will achieve profitability and sustainability by delivering goods and services to those customers. | T

Direct marketing describes marketing that takes place offline between manufacturers and retailers. | F

Virtual or pure-play e-tailers are firms that sell directly to consumers over the Internet without maintaining a physical sales channel. | T

Specialized businesses operate in a very narrow market and would find it difficult to survive in the physical world because they would not have enough customers or could not hold the variety of stock. | T

All click-and-mortar retailers started life as a traditional storefront with a physical retail presence only and over time adopted an online transactional capability as well (brick only to brick-and-click). | F

In today’s digital economy, click-and-mortar retailers sell via stores, through voice phone calls to human operators, over the Internet through interactive Web sites, and by mobile devices. | T

Although there are practical advantages to being an e-tailer, such as lower overhead costs, it has many drawbacks and barriers so the winners in many market segments will be companies that use the click-and-mortar approach. | T

Online travel services have high margins because of their multiple revenue models including commissions, revenue from advertising, lead-generation payments, consultancy fees, subscription or membership fees, and revenue-sharing fees. | F

In general, online real estate is replacing existing real estate agents in most markets. | F

Many insurers are using a dual distribution strategy, by adding online distribution of standard products to their traditional agency distribution system. | T

From a bank's perspective, online banking offers a cheap alternative to branch banking as well as a chance to enlist customers in remote areas. | T

Egghead.com realized a substantial reduction in operating costs and inventory costs by eliminating its brick-and-mortar stores and becoming a pure-play in e-commerce. | T

In implementing a successful click-and-mortar strategy, a company must make sure that whether a customer establishes contact through face-to-face encounters with store personnel or through the Web page, the information and service received is consistent. | T

Investors in e-tailers which report small losses on each unit sold should not be concerned because the huge volume of business available online should more than offset these small marginal losses. | F

Cybermediation occurs at Web sites that use intelligent agents to facilitate intermediation. | T

Channel conflict occurs when adding an online distribution channel causes problems with existing distribution channels. | T

Amazon.com experienced all of the following EXCEPT: | The company’s financial success has been assured.

According to data from eMarketer, approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shop online and/or research offline-sales online. | three in four Internet users age 14 and over

All of the following categories have already been selling well online EXCEPT: | new cars

Important trends in B2C EC include all of the following EXCEPT: | the Internet will influence approximately 25 percent of all retail sales by 2010.

With all else being equal in the online environment, goods with any of the following product characteristics are expected to facilitate greater online sales EXCEPT: | Relatively expensive items.

Marketing that takes place without the help of intermediaries is called: | direct marketing.

Dell's strategy is best described as: | direct marketing from a manufacturer.

Sears marketing strategy would best be described as: | a click-and-mortar strategy.

In direct marketing: | customers are contacted directly without the help of intermediaries.

An online seller of travel services that generates revenue by charging fees for its services is an example of a(n): | transaction broker.

A marketer that uses e-mail to advertise to potential customers is called a: | viral marketer.

A company that creates and manages many-to-many markets is called a: | market maker.

In an e-market, Federal Express is an example of a(n): | service provider.

All of the following are potential sources of revenue for online independent travel agents EXCEPT: | direct marketing revenues.

Which of the following is true of virtual banks? | Virtual banks have no physical location.

are customers who are willing to shop online because they dislike going to grocery stores. | Shopping avoiders

are extremely busy customers willing to shop online in order to free up time. | Time-starved customers

are those who are young and comfortable with technology. | New technologists

All of the following are examples of interactive entertainment EXCEPT: | purchasing theatre tickets online.

are gateways to storefronts and e-malls. | Shopping portals

Software tools that scout the Web for stores that sell similar items at low prices are called: | Shopbots.

are sites that evaluate and verify the trustworthiness of e-tailers | Trust verification sites

The TRUSTe seal is an example of: | a trustmark.

Charles wants to buy a John Lennon lithograph over the Internet, but he is unwilling to pay for it until he inspects it to ascertain authenticity. The auction site through which he purchases the painting agrees to hold his money until he tells them to release it to the seller. This is an example of: | an escrow service.

A software agent that surveys user's reading interests, then uses machine learning to find new Web pages and news articles using neural-network-based collaborative filtering technology is called: | a learning agent.

A traditional brick-and-mortar store with a mature Web site uses a click-and-mortar strategy to do all of the following EXCEPT: | reduce refunds and exchanges.

The original click-and-mortar strategy used by Toys R Us failed, as did the original toy venture of Amazon.com. Afterwards, Toys R Us sold toys online through Amazon.com. This is an example of: | an alliance of a pure-player with a traditional retailer.

DeFreshFish has been in business for ten years selling custom fishing lures to local fishermen through its store in a shopping mall. The company's owners are considering opening a Web site and selling their products internationally. One new risk they will face in going from a brick-and-mortar strategy to a click-and-mortar strategy is: | the risk associated with trying to comply with conflicting rules and regulations in many different locales.

The single factor that will determine which intermediaries continue to exist and which are replaced is: | the addition of value-added services by the intermediary

An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of: | personalization.

Retailing conducted over the Internet is called | electronic retailing.

are firms that conduct retail business online. | E-tailers

such as Amazon.com, are firms that sell directly to consumers over the Internet without maintaining a physical sales channel. | Pure-play e-tailers

refers to marketing that takes place without intermediaries between manufacturers and buyers; or marketing done online between any seller and buyer. | direct marketing

is a combination of both the brick-and-mortar retailer and an online transactional Web site. | click-and-mortar retailer

are retailers who conduct business in the physical world, in traditional stores. | Brick-and-mortar retailers

A firm that operates both physical stores and an online e-tail site is said to be a click-and-mortar business selling in a | multichannel business model.

are meta-search engines that search a range of related sites or search engines, seeking the best product or service for a particular consume. | Travel bots

emulate the work and behavior of human agents in executing organizational processes, such as travel authorization, planning, or decision making. | Software (or intelligent) agents

The major risk of online trading is | security.

refers to various banking activities conducted from home or the road using an Internet connection. | Electronic (online) banking

Whether the delivery is made by company-owned vehicles or is outsourced to a carrier, an express delivery model is referred to as an | on-demand delivery service.

are gateways to storefronts and e-malls that may be comprehensive or niche oriented. | Shopping portals

(or shopbots) are tools that scout the Web for consumers who specify search criteria. | Shopping robots

hope that consumers will use the trustmark seal as an assurance and as a proxy for actual research into their conduct of business, privacy policy, and personal information protection. | TRUSTe

The trouble with most virtual e-tailers is that they | lose money

refers to the removal of organizations or business process layers responsible for certain intermediary steps in a given supply chain. | Disintermediation

is the process whereby intermediaries, either new ones or those that had been disintermediated, take on new intermediary roles. | Reintermediation

old economy processes will be broken into specialized segments that can be delivered by specialized intermediaries. | unbundling

refers to any situation in which direct competition and/or damage caused by bypassing a former existing channel partner is perceived to have resulted from the introduction of a new, often online, channel. | Channel conflict

EC offers companies new opportunities to test prices and make prices more precise, which are referred to as | optimal prices.

A large e-tailer, such as Amazon.com, for example, uses all of these services and also employs auction services, payments services, logistics support, and more. This phenomenon is called | hypermediation

The Internet has created a large demand for personalized products and services. Manufacturers can meet that demand by using a | mass customization

An e-tailer can use cookie files and other technologies to track the specific browsing and buying behavior of each consumer. With that information, the e-tailer can create a marketing plan tailored to that consumer’s pattern by showing items of interest or offering incentives that appeal to that consumer’s sense of value, which is referred to as | personalization.

Merchants can study and find out what customers want through | market research.

Netflix implemented intelligent agents in its movie recommendation service called Cinematch to help customers select movies they would like to watch and to better manage its inventory. | T

Finding and retaining customers is a major critical success factor for most offline and online businesses. | T

One of the keys to building effective customer relationships is an understanding of intelligent agents. | F

The purpose of a consumer behavior model is to help firms understand how a consumer makes a purchasing decision to be able to influence that decision through advertising, special promotions, or other marketing method. | T

Individual buyers do most of the actual shopping in cyberspace in terms of dollar volume of sales. | F

Purchases by governments, private corporations, resellers, and other organizational buyers often are used to create other products or services by adding value to them. | T

Personal characteristics of customers, such as age and income, are independent variables, which are uncontrollable variables for EC companies . | T

Customers rarely browse online stores if they do not intend to buy. | F

According to Internet statistics, 67 percent of consumers abandoned their shopping carts because of the lack of satisfactory product information. | T

The two most cited reasons for abandoning a shopping cart and not making the purchase are shipping charges and security concerns. | F

Social factors such as customer endorsement strategies and word-of-mouth are independent variables that play an important role in EC shopping and purchases. | T

Prices, advertising, promotions, and logistics are intervening variables that can be controlled by vendors. | T

Buying decisions are the dependent variables because these decisions depend on the independent and intervening variables. | T

An objective of conducting market research is to understand the relationships between dependent and intervening variables so that vendors can make informed decisions on the intervening variables. | T

In the consumer decision-making process, the buyer is the person who ultimately makes the buying decision. | F

When Chaplin’s auto lease is about to expire, he decides it is time to buy a new car. This imbalance between a desired state and an actual state is called need identification. | T

In the decision-making process, virtual catalogs and links to external sources support the evaluation and selection phase of that process. | F

Mass marketing is an approach to marketing that treats each customer in a unique way such as fitting advertising to the customer’s profile and needs. | F

Selling as many products as possible to one customer over a long period of time and across different product lines to maximize customer value is known as relationship marketing. | T

Segmentation refers to the matching of services, products, and advertising content to individuals and their preferences. | F

A user profile defines customer preferences, behaviors, and demographic traits of a particular customer. | T

A cookie is a data file that is placed on a user’s hard drive by a remote Web server only when the user’s gives full consent to collect information about the user’s activities at a site. | F

Attracting and retaining loyal customers is the most important issue for e-tailers because customer loyalty can lower marketing and advertising costs, transaction costs, customer turnover expenses, and failure costs such as warranty claims. | T

Building consumer trust in EC can be achieved through integrity, which is a user’s confidence in the ability of the online store to fulfill its promises such as a money-back guarantee. | T

Clickstream data provide a trail of a user’s activities in a Web site including a record of the user’s browsing patterns of every page of every Web site the user visits, how long the user remained on a page, and even the e-mail addresses of mail that the user sends and receives. | T

According to the EC consumer behavior model, personal characteristics and environmental characteristics are classified as: | independent variables

The major environmental variables influencing EC purchasing are: | social, cultural, community, regulatory, political, and legal.

Pricing, technical support, and logistics support are several of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that can be controlled by EC vendors and sellers | intervening variables

Because online buyer’s decisions depend on numerous independent and intervening variables, decisions made by customers are classified as: | dependent variables

Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the \_\_\_\_\_\_\_\_\_\_ stage of the EC purchase decision-making process. | need identification

Marketing and advertising approaches has evolved from mass marketing to market segmentation to one-to-one marketing. This evolution occurred because: | the Internet enabled companies to better communicate with customers and understand their needs and buying habits.

The core of the “new marketing model” consists of: | customer relationships.

Personalization and user profiling strategies include each of the following EXCEPT: | Segmenting the market based on demographics.

The two key factors limiting the use of personalization to more precisely target marketing efforts to individual customers are: | privacy and trust issues.

By increasing customer loyalty, EC companies can achieve each of the following benefits EXCEPT: | lower resistance to competitors.

What has been the impact of the introduction of EC on customer loyalty in general? | Loyalty has decreased because of customers’ ability to shop, compare, and shift vendors.

According to research, customer satisfaction with an Internet store: | drops dramatically when certain Web site features fail to perform properly, such as the content’s reliability, loading speed, or usefulness.

Issues related to trust in EC include all of the following EXCEPT: | As a result of trust-transference programs through portal affiliation, seal of approval programs, online shopping communities, and customer endorsements, customers are fully confident in online purchasing transactions.

Procter & Gamble (P&G) used the Internet in the new product development of Whitestrips, a teeth-brightening product. Based on this experience, P&G: | reduced the time-to-market from concept to market launch by approximately two years.

All of the following are correct about market research methods EXCEPT: | Direct mail marketing methods are usually cost-effective.

Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_\_\_\_\_\_\_ market segmentation. | psychographic

To avoid getting false information from participants of online surveys, marketers learn about customers by observing their behavior using each of the following EXCEPT: | Data mining to analyze clickstream data.

According to Inmon, B2C clickstream data can reveal information each of the following EXCEPT: | What goods the customer wanted to but could not find.

Web analytics and mining tools and services: | offer advanced functions that help marketers decide which products to promote, and merchandisers achieve a better understanding of the nature of demand.

Once a company knows a consumer’s preferences, the company can predict, without asking the consumer directly, what other products or services that consumer might enjoy through \_\_\_\_\_\_\_\_\_\_\_. | collaborative filtering

Limitations of online research methods are all of the following EXCEPT: | E-mail surveys have the lowest response rate.

Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by adding new customers or products include all of the following EXCEPT: | through direct mail campaigns

The Internet introduced the concept of \_\_\_\_\_\_\_\_\_\_\_\_\_\_, which has enabled marketers and advertisers to interact or communicate directly with customers and consumers can interact with marketers/advertisers. | interactive marketing

The term \_\_\_\_\_\_\_\_\_\_\_ refers to the number of times users call up a page that has a banner on it during a specific period. | ad view

The major disadvantage of banners is \_\_\_\_\_\_\_\_\_\_\_\_\_\_. | their cost

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a type of pop-up ad that appears after a user clicks a link and remains while content is loading to capture the user’s attention for a short time, either as a promotion or a lead-in to the site’s homepage or to advertise a product or a service. | interstitial

The risks of e-mail advertising management include all of the following EXCEPT: | measuring e-mail advertising effectiveness

A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an HTML coding statement that describes the content of a Web page and is used by search engines to index the site’s content so that it can be found. | meta-tag

Advertising in chat rooms, blogs, or social networks can achieve each of the following EXCEPT: | They improve a company’s search engine ranking.

is an advertising strategy that uses word-of-mouth marketing in which customers promote a product or service by telling others about it. | Viral marketing

is a marketing strategy in which customers agree to accept advertising and marketing materials, known as “opt-in.” | Permission advertising

is marketing that treats each customer in a unique way to fit marketing and advertising with the customer’s profile and needs. | One-to-one marketing

refers to the practice of promoting a product or service to a subset of customers or prospects. | Market segmentation

The process of dividing a consumer market into logical groups for conducting marketing research and analyzing personal information is | market segmentation.

refers to the matching of services, products, and advertising content to individuals and their preferences. | Personalization

which is a data file that is stored on the user’s hard drive, frequently without disclosure or the user’s consent. | cookie

refers to a customer’s loyalty to an e-tailer or a manufacturer that sells directly online or to loyalty programs delivered online or supported electronically. | E-loyalty

is the psychological status of depending on another person or organization to achieve a planned goal. | Trust

records user activities at a company’s Web site. | transaction log

Customer movements on the Internet are known as | clickstream behavior

are tiny graphics files embedded in e-mail messages and in Web sites that transmit information about users and their movements to a Web server. | Web bugs

Software that gathers user information over an Internet connection without the user’s knowledge is known as | spyware.

refers to the use of data mining techniques for discovering and extracting information from Web documents. | Web mining

is one of an individual’s unique physical or behavioral characteristics that an individual’s unique can be used to identify an individual precisely. | biometric

The Internet introduced the concept of which has enabled marketers and advertisers to interact directly with customers. | interactive marketing

is a characteristic that influences the average length of time a visitor stays in a site. | Stickiness

Specialized firms that offer customized Web advertising, such as brokering ads and targeting ads to select groups of consumers are known as | advertising networks.

are markets in which companies can trade or exchange placement of banner ads on each other’s Web sites. | Banner exchanges

is the practice of using games, particularly computer games, to advertise or promote a product, an organization, or a viewpoint. | Advergaming

A free Internet news service that broadcasts personalized news and information, including seminars, in categories selected by the user is known as | Webcasting.

are third-party vendors that conduct promotions, especially large-scale ones. | Admediaries

is an advertising strategy in which customers agree to accept advertising and marketing materials. known as “opt-in”. | Permission marketing

Methodology and software that enable organizations to perform a variety of activities involved in Web advertising, such as tracking viewers and rotating ads is known as | ad management.

is an approach aimed at making the human–computer interface more natural. | Social computing

Animation characters that can talk are known as | chatterbots.

General Motors’ B2B initiatives successfully enable the auto giant to reduce inventory cost, minimize operational problems, and shorten procurement processes. | T

Business-to-business e-commerce is also known B2B and refers to transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks. | T

The major characteristic of B2B commerce is that companies attempt to electronically automate trading, communication, and collaboration processes in order to improve them, which cannot be done without the Internet. | F

Supply chain improvements and collaborative commerce are a basic type of B2B which has a hub manager for supply chain improvements, communicating, collaborating, and information sharing. | T

B2B EC transactions that involve one seller selling to many buyers is called an exchange. | F

Since business-to-consumer (B2C) transactions are segments in the supply chain, they should be examined in light of other supply chain activities such as manufacturing, procurement, shipments, and logistics. | F

Supply chain activities usually involve communication and collaboration. | T

With B2B2C, a business sells to a business, but also delivers small quantities to customers of the buying business. | T

Intermediaries in B2B commerce, which may be virtual or click-and-mortar intermediaries, are third parties that broker transactions between buyers and sellers. | T

The purchase of goods and services as they are needed, usually the purchase of commodities at prevailing market prices, is referred to as demand buying. | F

Examples of direct materials for a food processing company are computers and communication devices. | F

MRO stands for “maintenance, repair, and operation” which refer to indirect or nonproduction materials that support the production process. | T

Markets that focus on providing materials or products that are used in various types of industries are known as horizontal marketplaces. | T

Purchases of goods or services that are based on short-term contracts and frequently purchased in large quantities are known as strategic sourcing. | F

Joining a public e-marketplace provides a business with greater buying and selling capabilities, but the tradeoff is lower supply chain power. | T

B2B can increase the efficiency and effectiveness of supply chains or dramatically change the supply chain by eliminating one or more intermediaries. | F

Companies that choose an intermediary to do their buying and selling will have high supply chain power and buying/selling capabilities. | T

Transaction fees for B2B financial services are higher than for most other methods. | F

Companies will often separate B2C orders from B2B orders because those types of orders have different order-fulfillment processes and different pricing models. | T

By using the Internet and automatic-response software agents for customer service, companies have been able to reduce their customer service costs by up to fifty percent. | F

Forward auctions expand online sales and offer businesses a new venue for quickly and easily disposing of excess, obsolete, and returned products. | T

Strategic sourcing requires a holistic process that automates the entire sourcing process, including order planning, RFQ creation, bid evaluation, negotiation, settlement, and order execution. | T

A large organizations can develop an effective procurement system by creating an internal marketplace that combines the catalogs of all its approved suppliers into a single internal electronic catalog, which is searched for product availability and delivery times. | T

With a bartering exchange, a company submits its surplus to the exchange and receives points of credit, which the company can then use to buy items that it needs. | T

In the real world, negotiations are done primarily electronically and with negotiation support tools. | F

Key business drivers for B2B are all of the following EXCEPT: | the willingness of companies to incur higher costs to improve collaboration.

B2B transactions that involve communication, design, planning, information sharing, and activites beyond financial transactions among business partners is referred to as \_\_\_\_\_\_\_\_\_\_\_\_. | collaborative commerce

With \_\_\_\_\_\_\_\_\_\_, a business sells to a business but delivers small quantities to customers of the buying business. | B2B2C

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is an online third party that brokers B2B transactions between a buyer and seller. | intermediary

The purchase of goods and services as they are needed, usually at prevailing market prices is referred to as: | spot buying

Purchases of goods and services based on long-term contracts is referred to as. | strategic sourcing

can be supported more effectively and efficiently through direct buyer–seller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges. | Strategic purchases

What are the two types of materials and supplies that are traded in B2B? | Direct and indirect.

Nonproduction materials such as equipment and tools that support production are called: | indirect materials

Indirect materials are typically used in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ activities. | maintenance, repair, and operation (MRO)

The \_\_\_\_\_\_\_\_\_\_\_\_\_ consists of a number of interrelated subprocesses that extend from the acquisition of materials from suppliers to packaging it and moving it to distributors and retailers. | supply chain

Companies that use an intermediary to do their buying and selling tend to be: | low on supply chain power and low on buying/selling capabilities

The major B2B services include each of the following EXCEPT: | Retail

Which of the following is not one of the major benefits of B2B? | Enables customized online catalogs with the same prices for different customers.

\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when B2B eliminates a distributor or a retailer. | Disintermediation

In a sell-side e-marketplace, a business sells products and services to business customers, frequently over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | an extranet

Companies will usually separate B2C orders from B2B orders because B2C and B2B orders have different \_\_\_\_\_\_\_\_\_\_\_\_\_. | order-fulfillment processes and different pricing models

By using the Internet and automatic-response software agents, GE reduced the cost of customer service calls from $5.00 per call when done by phone to \_\_\_\_\_\_ per electronically answered call. | $0.20

Some of the benefits of a(n) \_\_\_\_\_\_\_\_\_\_\_ are that distributors can check inventory, make transactions, and look up the status of their orders significantly reducing the number of phone calls, e-mails, and incorrect product shipments. | extranet-based order-entry tool

In selling directly, manufacturers may encounter a similar problem to that of B2C, namely \_\_\_\_\_\_\_\_\_\_\_ with the regular distributors, including corporate dealers. | channel conflict

One of the major problems facing direct sellers is \_\_\_\_\_\_\_\_\_\_\_\_\_\_. | how to find buyers

The Cisco Connection Online (CCO) Web site receives over 2 million hits per month for technical assistance, ordering, order checking, or software downloads. This online service had been so well received that nearly \_\_\_\_\_\_\_\_\_ percent of all customer service inquiries and \_\_\_\_\_\_\_\_\_ percent of software updates are delivered online. | 85 / 95

Companies use \_\_\_\_\_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to easily dispose of excess, obsolete, and returned products. | forward auctions

Benefits of using a third-party hosting company for conducting B2B auctions instead of developing an auction site in-house include all of the following EXCEPT: | Time-to-market of several weeks.

A company-based acquisition site that uses e-procurement methods such as reverse auctions, negotiations, or group purchasing, to overcome the manual searching of e-stores and e-malls is referred to as a(n): | buy-side e-marketplace

Benefits of e-procurement over traditional procurement methods include all of the following EXCEPT: | Increasing the skill requirements and training needs of purchasing agents.

Major implementation challenges that companies must consider when planning e-procurement initiatives include all of the following EXCEPT: | Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes.

Because conducting reverse auctions in B2B can be a fairly complex process, a(n) \_\_\_\_\_\_\_\_ may be essential. | open RFQ

The aggregation of suppliers’ catalogs on the buyer’s server to make it easier to centralize and control all procurement is called a(n): | internal procurement marketplace

In general, the benefits of contract-management software include all of the following EXCEPT: | Reduces contract-related risks.

refers to transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks. | Business-to-business e-commerce (or B2B)

are markets in which the individual sell-side or buy-side company has complete control over participation in the selling or buying transaction. | Private e-marketplaces

are many-to-many e-marketplaces in which many buyers and many sellers meet electronically to trade with each other. | Exchanges

is the purchase of goods and services as they are needed, usually at prevailing market prices. | Spot buying

are markets that deal with one industry or industry segment such as steel or chemicals. | Vertical marketplaces

are markets that concentrate on a service, product, or materials that are used in various types of industries such as office supplies or PCs. | Horizontal marketplaces

one company sells to many business buyers from e-catalogs or auctions, usually over an extranet. | sell-side e-marketplace

is a corporate-based acquisition site that uses reverse auctions, negotiations, group purchasing, or other e-procurement method. | buy-side e-marketplace

refers to the planning, organizing, and coordination of all the management activities pertaining to the purchasing of goods and services needed to accomplish the mission of an enterprise. | Procurement management

The procurement inefficiency refers to the unplanned purchases of items needed quickly, often at non-negotiated higher prices. | maverick buying

The electronic acquisition of goods and services for organizations is | e-procurement.

refers to the process and tools that enable any activity in the sourcing process to be done electronically, including identifying new suppliers for a specific category of purchasing requirements. | E-sourcing

is a tendering (bidding) system in which suppliers are invited to bid on the fulfillment of an order and the lowest bid wins. | reverse auction

is an invitation to participate in a tendering (bidding) system. | request for quote (or RFQ)

is the direct purchasing from internal marketplaces without the approval of supervisors and without the intervention of a procurement department. | Desktop purchasing

Microsoft built its internal marketplace, named for the procurement of small items. | MS Market

, orders from several buyers are combined into volume purchases so that better prices can be negotiated. | group purchasing

a company submits its surplus to the exchange and receives points of credit, which the company can then use to buy items that it needs. | bartering exchange

is the electronic transfer of specially formatted standard business documents, such as bills, orders, and confirmations, sent between business partners. | Electronic data interchange (or EDI)

are private, third-party-managed common carriers that provide communications services and security and which are used to implement traditional EDI systems. | Value-added networks (or VANs)

is a standard used to improve compatibility between different systems of business partners by defining the meaning of data in business documents. | extensible markup language (or XML)

is a flexible language for capturing financial information throughout a business’ information processes, which makes the analysis and exchange of corporate information more reliable and easier to facilitate. | XBRL (or eXtensible Business Reporting Language)

is a general-purpose architecture that enables distributed applications to be assembled from a Web of software services in the same way that Web sites are assembled from a web of HTML pages. | Web services

help customers do comparison-shopping in B2C by collecting data from multiple sellers’ sites. | Software agents (or intelligent agents)

will play a major role in facilitating B2B because it makes it easier to meet the demands of business customers and channel partners. | Web Services

Public exchanges are many-to-many marketplaces that are open to all interested sellers and buyers and usually run by third parties. | T

One major characteristic of all exchanges is that they are electronic trading-community meeting places for a single seller and many buyers, and possibly for other business partners. | F

In electronic exchanges and traditional open-air marketplace, buyers and sellers can interact and negotiate prices and quantities. | T

Dynamic pricing refers to the rapid movement of prices over time and possibly across customers as a result of supply and demand matching, as in auctions. | T

MSN or Yahoo! are types of exchanges that generate revenue through membership fees. | F

Thomas Register is basically a directory for buyers using search engines because it does not offer any opportunity for trade or transactions on its site. | F

Alibaba China is China’s largest online marketplace for both domestic and international trade among businesspeople and a trusted community of members who regularly meet, chat, search for products, and do business online. | F

To increase their financial viability, third-party exchanges try to partner with large sellers or buyers, financial institutions that provide payment schemes, or logistics companies to cut costs or increase market liquidity. | T

Market liquidity refers to the degree to which a product or service can be bought or sold in a marketplace without significantly affecting its price. | T

Agentrics is the world’s largest B2C exchange for retailers, such as Sears and Best Buy, whose objective is to simplify and automate supply chain processes. | F

Two major models of third-party exchanges are supplier aggregation and buyer aggregation. | T

For all types of e-marketplaces, the most important key to the success of any third-party exchange is the critical mass of buyers and sellers. | T

A consortium trading exchange (CTE) or consortia is most appropriate for fragmented markets with large numbers of both buyers and sellers. | F

The Global Transportation Network (GTN) provides participating carriers and customers with significant cost savings because it frees individual carriers from the huge capital costs of advanced technologies. | T

Purchasing-oriented (procurement) consortia have not yet been a successful or popular B2B consortium model. | F

Because of their large number of buyers and sellers, B2B exchanges and other e-marketplaces do not face anti-trust or other competition laws. | F

A B2B consortium has the potential to reduce prices of individual products, thus enabling and encouraging consortium members to buy more. | T

Dynamic trading is trading that occurs in situations in which prices are determined by supply and demand, therefore changing continuously. | T

The strategy of providing comprehensive, quality e-service for business partners is called customer relationship management (CRM). | F

Because of the complexity in building large e-marketplaces and exchanges, it is usually performed by a major B2B software company, such as Ariba or IBM, and a management consulting company, such as PricewaterhouseCoopers, usually participates. | T

Company-centered networks may be a waste of money because they are used by only one

buyer (buyer’s industrial network) or by only one seller (seller’s industrial network), and they may not be open to all. | T

Most exchanges have the same log-on procedures, same sets of rules for fulfilling orders,and similar business models for charging for their services. | FPublic exchanges have difficulty attracting buyers and sellers because of the transaction fees, reluctance to share information, and the availability of too many exchanges. | T

In B2B exchanges, software agents can facilitate management of multiple trading partners and their transactions across multiple virtual industry exchanges. | T

Good management and effective operations and rules are critical to the success of B2B exchanges because good governance provides the rules for the exchange, minimizes conflicts, supports decision making, and tries to induce the necessary liquidity. | T

Before the Internet, the trading process for raw and partially processed chemicals, plastics, and fuel oil was each of the following EXCEPT: | disintermediated

ChemConnect is an example of a successful e-exchange with: | many buyers and many sellers.

A third party that operates an exchange and in many cases, also owns the exchange is known as a(n): | market maker

In the context of EC, \_\_\_\_\_\_\_\_\_\_\_\_ are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners. | exchanges

From 2001 to 2006, a majority of e-exchanges: | folded due to a lack of customers, cash, or both.

An exchange whose members are in one industry or industry segment and that trades only in materials/services unique for that industry is referred to as a(n): | vertical exchange

An exchange that handles materials used by companies in different industries is referred to as a(n): | horizontal exchange

Light bulbs and office supplies might be purchased in a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by both an automaker and a steelmaker. | horizontal exchange

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the prices are usually dynamic and are based on changes in supply and demand. | spot sourcing

In \_\_\_\_\_\_\_\_\_, the prices are usually negotiated or fixed. | strategic sourcing

Spot sourcing of direct materials takes place: | in vertical exchanges.

In spot-sourcing, prices are: | dynamic and set based on supply and demand.

In an exchange where plastic components are bought and sold, the market maker collects money from the buyer, and releases it to the seller once successful delivery is completed. This is an example of: | transaction facilitation.

In an exchange where plastic components are bought and sold, the market maker purchases a new server that will be used to conduct auctions. This is an example of: | maintaining exchange infrastructure.

A market maker evaluates an exchange between a buyer in the United States and a seller in Spain to ensure that import laws for the U.S. are followed. This is an example of the market maker: | maintaining exchange policies and infrastructure.

In the consortia model: | several industry players come together to establish the exchange for the benefit of all.

The exchange model in which a third party sets up the exchange and promises to run it efficiently and without bias is called the: | neutral entrepreneur model.

An exchange charges an annual fee of $25,000 for all parties who want to trade in the exchange. The revenue model in use by this exchange is the: | membership fee model.

A market maker charges a percentage on every buy and sell made in the exchange. The revenue model in place in this exchange is the: | transaction fee model.

A market maker bills a buyer for reviewing several seller contracts and making a recommendation on what to buy and from whom. The revenue model being used in this example is the: | fee for service model.

All of the following are potential sources of revenue for an exchange EXCEPT: | shipping and handling fees.

When membership fees are the basis for revenue generation in an e-exchange, it has been shown that: | low membership fees often result in losses to the exchange,; however, high fees discourage participation.

The concept of liquidity for a B2B exchange is the: | number of buyers and sellers in a market.

The exchange model in which RFQs are aggregated then linked to a pool of suppliers who are notified automatically of the RFQ is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ model. | buyer aggregation

Markets in which several large sellers sell to a large number of buyers are called: | seller-concentrated markets.

Attracting large business sellers to public exchanges is often difficult for all of the following reasons EXCEPT: | advertising costs in public exchanges are very expensive.

In dealing with exchange members, the management of the exchange should: | make certain that the exchange is neutral in its dealings with all members.

The most attractive industries for a vertical exchange are characterized by: | many fragmented buyers and sellers.

Brand building is important in B2B exchanges because: | it is easy for exchange members to change to another exchange.

Using tunneling technology to improve security of communication over the Internet is called: | virtual private network (VPN).

are trading venues open to all interested parties (many sellers and many buyers) that use a common technology platform and that are usually run by third parties or industry consortia. | Public e-marketplaces (or public exchanges or exchanges)

At the center of every exchange is a the third party that operates the exchange and, in many cases, may also own it. | market maker

is an exchange whose members are in one industry or industry segment. It trades only in materials/services unique for that industry. | vertical exchange

is an exchange that handles materials used by companies in different industries. | horizontal exchange

refers to the rapid movement of prices over time and possibly across customers, as a result of supply and demand matching. | Dynamic pricing

A good example of dynamic pricing occurs in where prices vary and final prices are determined by the forces of supply and demand. | auctions

is a many-to-many marketplace owned by one company. | private exchange

has one seller and many buyers, or one buyer and many sellers. | A private marketplace

is one type of exchange in which several industry players collaborate to build an exchange so that all can benefit. | A consortium (or co-op)

Exchanges, like all organizations, require | revenue

are information portals for businesses | B2B portals

is a directory of over 700,000 manufacturers and distributors from 28 countries | Thomas Global (thomasglobal.com)

are becoming a necessity in many industries due to the information glut. | Specialized search engines

is the degree to which something can be bought or sold in a marketplace without significantly affecting its price. | Market liquidity

is one of the two major models of third-party exchanges where distributors standardize, index, and aggregate suppliers’ catalogs and make them available to buyers in a centralized location. | supplier aggregation model

is an exchange formed and operated by a group of major companies in an industry to provide industrywide transaction services. | consortium trading exchange

which are the most popular type of B2B consortium, consist of a group of companies that join together to streamline purchasing processes. | Purchasing-oriented consortia

is a business strategy that focuses on providing comprehensive quality service to business partners. | Partner relationship management

is a business strategy that focuses on managing an enterprise’s interactions with its suppliers. | Supplier relationship management

Also known as private industrial networks are Web-based networks owned by one large seller or buyer for inter-organizational communications. | company-centered networks

A special network model that enables transindustry collaboration is the which connects all Internet business services. | business-to-exchange (or B2X)

that monitors traffic on a B2B exchange and takes appropriate actions when needed, such as sending an alert to management when traffic is too heavy or routing traffic to other places. | software agent

One of the factors that influence the success of a B2B exchange is which provides the rules for the exchange, minimizes conflicts, and supports decision making. | governance

One of the factors that has led to the failure of initial B2B exchanges was the failure of these marketplaces to foster a broad-based sharing of | information

Researchers believe that the use of technology to facilitate collaboration among trading partners will help the expansion of the exchanges. | wireless

Although a company’s success is clearly dependent on finding and retaining customers, its success may be far more dependent on what is behind the Web page than on what is on the Web page. | T

It has been well known for generations that the success of many private, public, and military organizations depends on their ability to manage the flows of materials, information, and money, which is referred to as the product life cycle. | T

Supply chain problems can cause delays, products not being where they are required at the right time, customer dissatisfaction, lost sales, and high expenses that result from fixing the problems once they occur. | T

The term supply chain comes from the concept of how systems and processes within an organization are linked together. | F

A supply chain involves activities that take place during the entire product life cycle, “from dirt to dust.” | T

A supply chain can be broken into three major parts: upstream, internal, and downstream. | T

The downstream part of the supply chain includes the activities of a company with its suppliers, which can be manufacturers, assemblers, or both, or service providers, and their connections with their suppliers. | F

In the internal part of the supply chain, the major concerns are production management, manufacturing, and inventory control. | T

In the upstream supply chain, attention is directed at distribution, warehousing, transportation, and after-sale service. | F

SCM aims to minimize inventory levels, optimize production and increase throughput, decrease manufacturing time, optimize logistics and distribution, streamline order fulfillment, and overall reduce the costs associated with these activities. | T

A major requirement for any medium- to large-scale company that is moving to EC implies an integration between all the activities conducted on the Web and the ERP/MRP/SCM solutions—in other words, creating an e-supply chain and managing it. | T

E-supply chain management is the collaborative use of technology to enhance B2C processes and improve speed, agility, real-time control, and customer satisfaction. | F

The success of an e-supply chain depends on managing information with strict policies, discipline, and daily monitoring. | T

The success of an e-supply chain depends on an e-supply chain that is loosely integrated both within a company and across an extended enterprise made up of suppliers, trading partners, logistics providers, and the distribution channel. | F

Companies can use replenishment information to reduce inventories and eliminate stocking points. | T

By combining bar coding and wireless technologies, automobile dealers are able to scan in goods as they arrive electronically and place them in inventory up to 10 percent faster than previously. | F

At hospitals and supermarkets, inventory reorder points have been automated so that when inventory gets down to a certain point the system will automatically notify a human of the exact amount to reorder. | F

Functional products are staple products, such as groceries or gasoline, that have stable and predictable demand. For these products, an effective supply chain emphasizes speed, responsiveness, and flexibility rather than low costs. | F

A major limitation of RFID currently is the restriction of the environments in which RFID tags are easily read. | T

RuBee relies on low-frequency magnetic waves to track products and transfer information. It is becoming a replacement for RFID because RuBee overcomes many of RFID’s limitations. | F

With vendor-managed inventory, retailers make their suppliers responsible for determining when to order and how much to order. The retailer provides the supplier with real-time information such as point-of-sale data, inventory levels, and a threshold below which orders are replenished. |T

The goal of collaborative planning, forecasting, and replenishment (CPFR) is to streamline product flow from manufacturing plants to retailers. | F

Studies have shown that electronic-based collaboration and product lifecycle management (PLM) can reduce product costs and travel expenses by 50 percent, as well as significantly reduce costs associated with product-change management. | F

As with any IT project, management needs to be able to justify the development and use of a corporate portal by comparing its cost with its benefits. The challenge is that despite the tangible benefits from investment in portal technology, such as include increased revenues and customer loyalty, most of the benefits of portals are intangible. | T

A company’s internal operations and its relationships with suppliers and other business partners are frequently: | as complex as customer-facing applications such as taking an order online.

For a manufacturer, the supply chain ends: | when the product is used up and disposed of.

The use of Web technologies to manage warehousing and transportation processes is called: | e-logistics.

The e-SCM process that includes integrated production and distribution processes is: | supply chain replenishment

The last fifteen orders from a manufacturer to its suppliers range from $100,000 to $8,740,000. This is an example of: | the bullwhip effect.

B2B systems which are used for communication, design, planning, information sharing, and information discovery are called: | collaborative commerce.

All of the following would be considered c-commerce EXCEPT: | aggregating catalogs on a central server.

RFID can provide immediate, short-term, and long-term value to organizations. An example of immediate value from RFID is when: | an RFID tag tells inventory control every time a roll of wire moves out of the warehouse and onto the factory floor.

A major block in the widespread implementation of collaborative commerce is: | the lack of universally accepted standards.

Wal-Mart and Levi Strauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of: | CPFR.

The purpose of CPFR is to: | ensure that members of the supply chain will have the right amount of raw materials and finished goods when they need them.

is a business strategy that enables manufacturers to control and share product-related data as part of product design and development efforts. | Product lifecycle management

All of the following are true about product lifecycle management (PLM) EXCEPT: | The demand for PLM in limited because it does not apply to products that have short life cycles or are complex.

Today, many business experts agree with each of the following EXCEPT: | Supply chain integration has reduced the intensity of competition in most industries.

When planning, designing and implementing integrated supply chain operations, management requires a holistic focus that takes account all of the following primary factors EXCEPT: | location and revenues.

Software that helps integrate different types of information systems among collaborating companies is called: | middleware.

Collaborative workflow applications: | address project-oriented and collaborative processes

Software applications that address project management concerns are examples of: | collaborations workflow applications.

Addressing mission-critical, high-volume transaction processes is the goal of: | production workflow applications.

The steps required to approve an expense report is an example of: | administrative workflow applications.

is the transfer of documents and computer files while videoconferencing. | Data conferencing

The primary benefits of workflow management systems include all of the following EXCEPT: | increased data security.

When large suppliers or buyers are involved, a workflow system: | is needed for both the collaborative efforts and for supply chain and production improvements.

Groupware is appropriate in all of the following situations EXCEPT: | For people working on different tasks or projects.

means that the communication and collaboration are done in real time. | Synchronous

All of the following are types of communication and collaboration done in real time EXCEPT: | blogging

The growth in electronic meeting systems has been driven by all of the following EXCEPT: | Shorter cycle times.

The major benefit of group decision support systems is: | in conducting virtual meetings.

Corporations are moving their phone systems to \_\_\_\_\_\_\_\_\_\_ to cut costs and boost efficiency. | VoIP

All of the following apply to instant video EXCEPT: | The highest quality approach is to add video cameras to the participants’ computers

technologies in the Dreamliner aircraft to support maintenance activities. | RFID

The success of many organizations—private, public, and military—depends on their ability to manage the flow of materials, information, and money into, within, and out of the organization. Such a flow is referred to as a | supply chain.

The term supply chain comes from the concept of how the partnering organizations are | linked

A supply chain involves activities that take place during the entire , “from dirt to dust.” | product life cycle

When a supply chain is managed electronically, usually with Web technologies, it is referred to as a(n) | e-supply chain.

A supply chain can be broken into three major parts. The part of the supply chain includes the activities of a company with its suppliers and their connections with their suppliers. | upstream

is the process made up of a range of activities by which an organization obtains or gains access to the resources they require to undertake their core business activities. | Procurement

A supply chain can be broken into three major parts. The part of the supply chain includes all of the in-house processes used in transforming the inputs received from the suppliers into the organization’s outputs. | internal

A supply chain can be broken into three major parts. The part of the supply chain includes all the activities involved in delivering the products to the final customers. | downstream

is a complex process that requires the coordination of many activities so that the shipment of goods and services from supplier right through to customer is done efficiently and effectively for all parties concerned. | Supply chain management

is the term that refers to the collective functionality of ERP, SCM, CRM, and e-business solutions. | Enterprise systems

is the collaborative use of technology to enhance B2B processes and improve speed, agility, real-time control, and customer satisfaction. | E-supply chain management

is the use of Web-based technologies to support the material acquisition, warehousing, and transportation processes. | E-logistics

refers to erratic shifts in orders up and down supply chains. | bullwhip effect

refers to the use of digital technologies that enable companies to collaboratively plan, design, develop, manage, and research products, services, and innovative EC applications. | Collaborative commerce

is a form of distributed computing that involves coordinating and sharing computing, application, data, storage, or network resources across dynamic and geographically dispersed organizations. | Grid computing

retailers make their suppliers responsible for determining when to order and how much to order. The retailer provides the supplier with real-time information, inventory levels, and a threshold below which orders are replenished. | vendor-managed inventory

is a business strategy that enables manufacturers to control and share product-related data as part of product design and development efforts and in support of supply chain operations. | Product lifecycle management

is an architecture that enables the assembly of distributed applications from software services and ties them together. | Web Services

involves the management of workflows so that documents, information, or tasks are passed from one participant to another in a way that is governed by the organization’s rules or procedures to achieve required deadlines. | Workflow management

are online meetings whose members are in different locations, even in different countries. | Virtual meetings

refers to communication systems that transmit voice calls over Internet-Protocol–based networks. | Voice-over-IP (VoIP)

are computer-based whiteboards that work like real-world whiteboards with markers and erasers, except all participants can join in. | Interactive whiteboards

In collaborative work, members frequently are in different locations. Using , group members can work on the same document, which is shown on the PC screen of each participant. | Using screen-sharing software

The spread of instant messaging and Internet telephony has naturally led to the idea of linking people via a video chat room, which is called | instant video.

# When creating a new business, the first step is to |identify a consumer or business need that isn't presently being met

#The principle reason for writing a business plan is to:|acquire external funding

#The key difference between an e-business plan and a traditional business plan is that the entrepreneur must |understand that the Internet is a unique sales channel

# The difference between a business plan and a business case is |all new businesses should have a business plan, but only existing businesses planning a major EC or IT initiative should develop a business case

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development |angel

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a company, university, or nonprofit organization that supports promising businesses in their initial stages of development |incubator

#is money invested in a business by an individual or a group of individuals in exchange for equity in the business|venture capital

#The greatest difficulty in dealing with venture capital is: |finding a willing venture capitalist.

#The relationship between stock price and when an investor invests is |IPO investors will pay the highest price per share

#Chaplin’s Pet Store has been in business for many years. Chaplin, the present owner, decides to open an online sales channel where he can advertise and sell the same gourmet pet food. This is an example of adding |a storefront

#Reprise Electronics, a conglomerate that manufactures and sells all kinds of electronic goods under several brand names, currently has separate Web sites for each of its brands. The company decides to bring all of the Web sites together through a single site that, in addition to providing links to the brand pages, will also provide general information about how to select electronic merchandise and informational pages about the Reprise company today and its management team. This is an example of adding|a portal

#In an organizational transformation |there is always a sharp break with the past and every aspect of the business will probably change

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Web site does little more than provide information about the business and its products|informational

#A major entertaining company has four studios that have been in the same location for more than ten years. The company includes a page on its Web site with addresses, phone numbers, and general e-mail addresses for each of these studios. None of this information has changed since the Web site was developed. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_ content | static

#Secondary content that offers a coupon, rebate, or special service is called |promotion

#Reviews, testimonials, expert advice, or further explanation about the product are called: |cross-selling.

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is how Web pages are organized, labeled, and navigated to support browsing and searching |information architecture

#Creating content that offers upgraded or more expensive versions of the product is called |up selling

#One of the first decisions to be made in building a Web site is: |who will host it

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an exact duplicate of the original Web site physically located on a Web server on another continent |mirror site

#The Web hosting option under which the business acquires the hardware, software, staff, and dedicated telecommunications services needed to host a Web site is called: |self-hosting

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the name-based address that identifies an Internet-connected server |domain name

#Content not available anywhere else on the Web is called |premium content

#The concept of consistency in Web site design includes: |making sure Web pages look the same no matter which browser a customer is using

#All of the following are advantages of building Web sites internally EXCEPT |it provides the fastest speed to market

#Banks are more selective about who gets an account for accepting credit cards online because |CNP transactions are less secure and riskier

#In addition to providing an easy mechanism for buying books, the Amazon.com Web site is easily searchable by book title and author. It also has book reviews and suggests titles based on previous purchase activity. These enhancements make the Amazon site a favorite for readers. This is an example of |internal Web site promotion

#offers one of the most popular storefront packages at with three levels of merchant solutions: starter, standard, and professional |Yahoo!

#Options for acquiring storefronts include all of the following EXCEPT: |Join a mall

#Before choosing the appropriate Web site development option, you need to consider all of the following issues in order to generate a list of requirements and capabilities EXCEPT |What might be the reaction of competitors?

#Approximately what percent of Internet shoppers use search engines to find products and services? |75%

#Sending spam that disguises a sales pitch to look like a personal e-mail so that it will bypass e-mail spam filters violates the |Controlling the Assault of NonSolicited Pornography and Marketing (CAN-SPAM) Act.

#To defend against unethical and illegal business tactics that exploit EC operations, Google, MSN Search, and Yahoo have turned to all of the following aggressive measures except: |Implemented honeypots

#Having control over the collection, storage, and dissemination of personal information is included in the category of: |privacy

#A decision by a judge that may be used as a standard in similar cases that follow is referred to as |legal precedent

#Critics of political spam are against its use because they believe that |all spam is a nuisance, clogs mail servers, and creates security risks

#Due process is |a guarantee of basic fairness and fair procedures in legal action

#A duty is |a legal obligation not to interfere with a protected interest

#Property rights relevant to e-commerce include all of the following EXCEPT |The right to bring criminal charges against a violator

#A music company can file a \_\_\_\_\_\_\_\_ against YouTube and MySpace for any interference with the ability to profit from its IP or for profiting from the recording industry’s property without authorization and compensation |lawsuit or civil charge

#enable an organization that has suffered a loss due to spammers to bring a lawsuit against spammers responsible for the loss |Civil laws

#Intellectual property law is the area of law that is associated with each of the following EXCEPT: |business contracts

#Which of the following is true about copyrights? |The entertainment industry, led primarily by the Motion Picture Association of America (MPAA) and RIAA, is trying technical solutions via the legal system to protect its interests

#Each of the following statements about digital rights management (DRM) is true EXCEPT |DRM technologies were developed with strict regard for privacy protection

#Fair use means |that copyrighted material can be used for noncommercial purposes without paying royalties or getting permission.

#Which of the following is true about the scope of business ethics? |The scope of business ethics has expanded to encompass the nature and quality of the relationships with shareholders, customers, business partners, suppliers, the community, environment, and future generations

#An Internet acceptable use policy (AUP) is an important safeguard because |without a formal AUP, it is much more difficult to enforce acceptable behaviors and eliminate unacceptable behaviors, and punish violators

#Section 5 of the FTC Act does each of the following EXCEPT: |requires monitoring of employees’ e-mail

#Companies can improve their responsibility as custodians of customers’ personal data by implementing |Opt in and opt out information practices.

#Which of the following statements about the rights to privacy and free speech is not correct? |The Internet has destroyed the right to privacy.

#All of the following are ways to use the Internet to find information about an individual EXCEPT |Stealing the individual’s computer

#Private online communities that are only open to those who belong to them are called: |darknets

#A domain name is |intangible property protected by law

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ give law enforcement agencies broader range in their efforts to protect the public |USA PATRIOT Act

#work on the principle that once Web surfers arrive at their site, a few of them will click on one of the linked advertisements and earn them a few cents for each click. |Sploggers

#The least effective method to protect against pop-up ads and their risk is: |Minimizing the pop-up window

#All of the following statements apply to hate Web sites EXCEPT: |The intent of most hate Web sites is to commit fraud

#A legally binding contract requires a few basic elements. Which of the following is not one of those elements? |agreement

#Examples of electronic signatures to help distinguish between legitimate and fraud transactions include all of the following EXCEPT: |a Web site development agreement

#EC sellers need to protect against fraud and each of the following EXCEPT: |Public keys

#is a collaborative online encyclopedia that volunteers primarily write |Wikipedia

#The newest areas of e-commerce are |Web 2.0 applications

#Perspectives about Web 2.0 include all of the following EXCEPT |Web 2.0 is organized around pages, software, technology, individuals, and corporations.

#is a Web development technique for creating quicker and more responsive Web applications by exchanging small amounts of data with the server so that the entire Web page does not have to be reloaded each time the user makes a change |Ajax

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the intrinsic unit of thought on the Web. |hyperlink

#Compared to general-purpose IT platforms, theWeb is |fundamentally communications-oriented rather than computing-oriented.

#The real estate brokerage industry has been disrupted by companies such as Zillow and Homegain for each of the following reasons EXCEPT |The Web 2.0 real estate sites have driven down commissions from 6 percent to almost 1 percent

#A(n) \_\_\_\_\_\_\_\_\_ is a document retrieval system designed to help find information stored on a computer system, such as on the Web, inside corporate or proprietary files, or in a personal computer |search engine

#The search war between Google and Yahoo! and other search engines is about: |Internet advertising dollars.

#is a for-profit very rapidly growing Web site that is tapping into the enthusiasm and knowledge of people to build a better search engine than Google. |Wikia.com

#are virtual communities organized by an interest, such as political parties, or by product, company, or health topic |Affinity portals

#Key strategies for successful online community include all of the following EXCEPT: |Control the sharing of information or sensitive opinions

#All of the following apply to social network theory EXCEPT | Between a set of nodes, there is one kind on tie.

#is the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers or other information or knowledge processing entities. |Social network analysis

#is based on the Circle of Friends technique for networking individuals in virtual communities and was the top online social network service until overtaken by MySpace. |Friendster

#All of the following are true about YouTube EXCEPT: |Yahoo! purchased YouTube for US$1.65 billion in stock in 2006

#Content owners are targeting YouTube and third-party video-sharing Web sites for |copyright infringements

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is defined as a group of people that have some kind of commercial or business relationship such as the relationships between sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues. |business network

#The main purpose of LinkedIn is to allow registered users to |create and maintain a list of contact details of people they know and trust in business.

#Combined with leadership, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an indispensable kind of social network for properly running the business or project and to differentiate the business from similar ones. |entrepreneurial network

#Windows Live Expo is an online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ similar to Craigslist in that it provides online classifieds and lets users choose listings they want to search sorted either by friends and contacts or by geographic proximity |social marketplace

#Impacts of the Web on the travel and tourism industry include all of the following EXCEPT |Decrease in direct sales of travel packages on the global market by small, local players

#The banking industry was a good candidate for disruption by person-to-person (P2P) technology and disintermediation by ZOPA because: |the industry was making a huge profit margin off its customers.

#is a 3-dimensional word where residents retain the rights to their digital creations and can buy, sell, and trade with other residents are able to sell them at various in-world venues. |Second Life

#Wikis, blogs and RSS are replacing e-mail for all of the following EXCEPT |Wikis, blogs and RSS are more secure than e-mail.

#are tools that combine data from two or more Web sites to create new applications |Mashups

#Where is Web 2.0 software going? |Large companies are adding Web 2.0 tools to their existing collaboration products and IBM Lotus and Intel are adding social networking software to their software suites.

#Implementing Web 2.0 sites, especially social networks and similar communities, does all of the following EXCEPT: |Will quickly have a massive impact on almost every company that produces consumer goods

#Retailers stand to benefit from online communities in several important ways EXCEPT |Viral marketing will be replaced by free advertising

#Characteristics of the next generation Internet, Web 3.0, are expected to be all of the following EXCEPT |Decreased use of the Semantic Web

#The first major step in developing and e-commerce project is |identify, justify, and plan the EC system

#In general, what is the relationship between the cost of building and installing an EC system and the cost of operating and maintaining it? |It costs about as much time, effort, and money to operate and maintain as to build and install a system.

#An online intermediary that offers businesses access to hundreds of parts and services provided by multiple suppliers is called |e-procurement

#is the method of bringing together the products offered by many different suppliers into one place for consideration by all the buyers at a given company |Aggregating catalogs

#In a B2C Storefront, the function that provides customers with information about the product through their browser is called the |product presentation function.

#Rick purchased and downloaded a new firewall software suite online. After installing the suite, he finds that he is unable to connect with the Internet so he visits the FAQ for the software to look for solutions to the problem. This is an example of the |product support function.

#Jackie purchases a new e-book from an online publisher. She loses power to her computer in a thunderstorm before the download is completed. When she tries to restart the download, she receives a message saying her download is complete. Jackie will need the: |customer service function

#Every time a customer orders a DVD player from an online record store, the inventory for that player is reduced in the inventory system. This is an example of the: |order entry function

#When planning an EC project, planners must first consider: |how the EC project aligns with the organization's overall business plans and processes.

#After an EC project has been implemented, the testing that is done to assure various modules in the project work together is called: |integration testing

#After an EC project has been implemented, the testing of the quality of user's experience when interacting with the site is called: |usability testing.

#Tom visits a Web interface that provides personalized access to information of interest to him. This is an example of a(n): |portal.

#The type of portal which acts as an interface between companies, customers, and suppliers, revealing subsets of information to specific audiences is called a(n): |extranet portal.

#The central portal for an entire organization is called a(n): |enterprise portal.

#A portal that acts as a gateway to other portals and Web sites operated by an organization is called a(n) |corporate intranet portal.

#The EC application development technique that is most appropriate for strategic applications that will differentiate the company from its competitors is called: |insourcing

#The EC application development technique which entire applications are employed in the new system, that is especially useful when applications from several business partners must be integrated is called |enterprise application integration.

#The EC application development option that is most appropriate when an application is needed quickly, money is in short supply, and/or the new system is not expected to provide a competitive advantage is: |purchasing a commercial application.

#The EC application development option that is most appropriate when the application is needed quickly, money is a critical concern, and/or large amounts of maintenance are required is called |leasing.

#A company that manages application servers in a centrally controlled location rather than on a customer's site is called a(n) |application service provider (ASP)

#The approach that seeks to make tapping into computing resources as simple as plugging in a lamp into an electrical outlet is called |utility computing

#All of the following describe system scalability EXCEPT |Scalability dimensions are independent because scaling up the size of the system in one dimension does not affect the other dimensions.

#measures the time required to complete an operation such as downloading a Web page. It is an indicator of the users’ experience with the system. |Latency

#Merchant server software commonly includes the following features EXCEPT |Order management that optimizes movement of products through the supply chain.

#is one of Oracle’s key applications. It supports product catalog and content management, interactive and complex selling, personalized pricing, flexible check and payment options, account and contract management, and postsales order and shipping services |iStore

#EC suites that enable an organization to quickly build an e-business include all of the following EXCEPT: |Virtual Computing Laboratory

#is an EC architecture consisting of four tiers: Web browsers, Web servers, application servers, and database servers. |Multitiered application architecture

#Middleware provides all of the following functions or features EXCEPT: |Integrates large systems with one or more back-end databases

#The most difficult and crucial task in evaluating a vendor and a packaged system is: |to determine a weighted set of detailed criteria for choosing the best vendor and package.

#are formal agreements regarding the division of work between a company and its vendors. |Service level agreements

#What are the steps and their order in EC order fulfillment? |Ensuring payment, checking availability, arranging shipment, insurance, production, plant services, purchasing and warehousing, contacts with customers and returns

#Company A is a retailer that sells only pre produced products. What are the steps and their order in EC order fulfillment? |Ensuring payment, checking availability, arranging shipment, insurance, production, purchasing and warehousing, contacts with customers and returns

#Company A is a retailer that sells only pre produced products. What are the steps and their order in EC order fulfillment? |Ensuring payment, checking availability, arranging shipment, insurance, production, purchasing and warehousing, contacts with customers and returns

#Company A is a manufacturer that sells only custom produced products. What are the steps and their order in EC order fulfillment? |Ensuring payment, checking availability, arranging shipment, insurance, production, plant services, contacts with customers and returns

#Applying business analytics techniques and business intelligence such as data mining and online analytic processing to CRM applications describes what? |Analytic CRM

#Which of the following factors would not affect a demand forecast? |Production schedule

#Which of the following would not create a "bullwhip" in the supply chain? |Accurate demand forecasts

#Which of the following is not a customer service metric? |Product quality

#Which of the following is an area where supply chains can be improved? |Manufacturing processes

#Which of the following is not an area where supply chains can be improved? |Customer research

#Which of the following is generally the "best" way for customers to deal with returns? |Establish drop off locations for returns

#Which of the following is not a future direction of CRM? |Reduced impact of open source products

#Which of the following is not an example of web self-service? |Call center support

#Which of the following is not a reason to outsource? |The function is a core competence

#A piece of software that integrates departments and functions across a company to serve all of the company's needs is what type of system? |ERP

#A CRM system hosted and maintained by an ASP is called? |On-demand CRM

#This wireless technology will provide faster display of multimedia |4G

#This technology is the most popular WWAN standard. |GSM

#Which of the following is a major characteristic of m-commerce? |Reachability

#Which of the following is not currently a factor in the development of m-commerce? |Reluctance of vendors

#This software allows for viewing of web pages on mobile devices. What type of software is being described? |Microbrowser

#This software is used to view online WML content. What type of software is being described? |Microbrowser

#This transmission media is used for short distance, wireless communication between computers. |Bluetooth

#This is the IEEE standard for WiMax. |802.16

#This wireless standard is used to accommodate voice. |VXML

#This wireless standard is a set of protocols that allows portable devices to communicate with the Internet |WAP

#Which of the following is not characteristic of an m-wallet. |Is currently only experimental and not used by the public

#Which of the following does not describe intrabusiness workflows after the addition of m-commerce? |Work orders assigned by multiple dispatchers

#Which of the following is not a limitation of m-commerce? |Potential user base

#Which of the following is not a limitation of m-commerce? |Power consumption

#Which of the following is not true of targeted advertising? |Customers inform vendors of their locations

#Which of the following is not a limitation of traditional auctions? |Technical ability of buyers

#Several identical items are offered with a minimum bid. The winners pay the same lowest price. What type of auction is being described? |Dutch auction

#One unique item is offered. The price starts high until someone bids and becomes the winner. What type of auction is being described? | QuickWin auction

#Which of the following is not a benefit of auctions to buyers? |Disintermediation

#Which of the following is not a benefit of auctions to sellers? | Entertainment

#Which of the following is a limitation of auctions? |Potential for fraud

#Which of the following types of products is not typically offered on priceline.com? |Antiques

#What is the typical order of the phases of the auction process? |Searching and comparing, getting started at an auction, the actual bidding and post auction follow-up

#A seller has his friend bid on his auction to help drive up the price. What type of fraud is this? |Shilling

#A group of bidders artificially inflate the price of an item to scare off other bidders. They then back out at the last minute, leaving one of them with a relatively low bid. What type of fraud is this? |Bid shielding

#What are the steps in bargaining online? |Search, selection, negotiation, continuing selection and negotiation, and transaction completion

#Which of the following is not a benefit of using wireless phones in auctions? |Security

#Which of the following is a free method used to help deter fraud in online auctions? |Grading services

#Which of the following is not an example of post auction follow-up? |Snipping

#Which of the following services does an automated search service provide? |Searches several auction sites for a particular product selected by the user

#Which of the following is not true about the anatomy of cyber attacks? |Reporting serious attacks has increased

#Which of the following is generally the lowest ranked attack type? |DOS attacks

#Which of the following is not decreasing? |Web site defacements

#Determining who has the right to access a portion of a Web site is a question of: |Authorization.

#Which of the following is not one of the four phases of risk management? |Reporting

#Which factor is responsible for most information security breaches? |Human error

#Which of the following is not part of the CIA triad? |Pricing

#A hacker uses special software to access a server on your network. What type of attack is this? |Technical

#Sending a large number of messages to a server that is unable to handle it. What type of attack is described? |Denial of service (DOS)

#An attack using a previously unknown vulnerability compromises a system. What type of attack is described? |Zero-day incident

#Sending a piece of code that replicates and sends itself to everyone in your address book. What type of attack is described? |Worm

#What type of mechanism determines who can legitimately use a network resource? |Access Control

#A firewall is configured to examine not only the header of incoming messages but also their contents. What type of firewall is described? |Stateful packet inspection

#A file is encrypted, and then decrypted using the same key. What type of encryption is described? |Private key

#Which of the following is not a type of Internet security tactic? |PPT

#Which of the following is not a common use of smart cards? |PC replacement

#Which of the following is not an example of an e-payment? |Cash

#Which of the following is not one of the parties usually associated with electronic payments? |Enforcer

#Business A provides a system of credits that allow other businesses to make online purchases. What role is Business A performing? |Issuer

#An ACS System: |Verifies addresses against purchasers

#A CVN: |Compares the verification number on a card to issuer records

#Micropayments are generally under: \_\_\_\_\_\_\_\_\_\_\_ . |$10

#Which of the following is not one of the major types of payment cards? |Flip cards

#EIPP is used for: |Presenting and paying B2B invoices online

#Jackie has an e-card that she uses to purchase office supplies for the company she works for. What type of smart card is she using? |Purchase card

#Morgan has an e-card that he uses to access different parts of his company's R&D offices. What type of smart card is he using? |Smart card

#Jackie has an e-card that she waves at the turnstile to enter the subway. What type of smart card is she using? |Contactless card

#Which of the following is not a limitation of e-cash? |Lack of potential uses

#Which of the following is not characteristic of an e-check? |Work under a new, enhanced legal framework

#Virtual credit cards are used to: |Use in place of actual CC numbers online for security

#Which of the following is a private B2B e-marketplace? | Company ABC sells machine parts to their 20 customers on their Web site

#Which of the following is an example of disintermediation? | In addition to selling through department stores, a firm begins to sell online

#Which is not a characteristic of strategic sourcing? | Supported through third-party exchanges

#Mark's company helps several buyers and sellers meet and conduct business online. What type of model is he using? | Many-to-many marketplace

#Anna's company sells a variety of products to her business clients. What type of model is she using? | Sell-side marketplace

#Which of the following is not a characteristic of sell-side merchants? | They slightly increase prices for online sales

#Which of the following is not a benefit of forward auctions? | Increased product quality

#Which of the following is not a benefit to working with an intermediary? | Increased control over auction sales

#Which of the following is not a goal of procurement management? | Increase maverick buying

#What are the steps in a Web-based reverse auction? | Prepare and post project information, identify and approach suppliers, bids are created and submitted, bids evaluated and awarded

#Several businesses create a single online catalog for their customers. This is an example of | Catalog aggregation

#Which of the following is not part of the required infrastructure for a B2B marketplace? | Proprietary, private networks

#Which of the following is not a benefit of Internet- based XML over traditional EDI | Guarantees universal compatibility

#In reviewing integration of new B2B systems with existing information systems, we find which of the following to be untrue? | Most major software vendors do not provide for integration.

#Which of the following is not an example of company-centric EC? | A group of companies purchase office supplies from a consolidated online catalog

#Which of the following is not a classification of exchange? | Tangential E-Exchange

#Which of the following does not create dynamic pricing? | Long-term contracts

#Which of the following groups is the least likely to own a B2B exchange? | Mid-sized industry player

#B2BBusiness.com offers classified ads, a fixed price catalog, auctions and community services. What type of B2B many-to-many model are they using | B2B portal

#Which of the following businesses is an information portal? | Company D provides news, bulletin boards and classified ads for a particular vertical market

#Mike's business plan calls for him to coordinate several businesses together in one exchange. Together, he hopes that this group of businesses will receive better pricing from the big vendors. What type of model is Mike using | Buyer aggregation

#In which type of market would a third-party exchange most likely be less successful? | Balanced market

#What are the four types of consortium trading exchanges? | Vertical-purchasing oriented, horizontal-purchasing oriented, horizontal-selling oriented and vertical-selling oriented

#B2B consortia may face antitrust challenges. Which of the following would probably not signal suspicion in a B2B consortium exchange? | Rapidly falling prices for end users

#Which of the following is an example of matching? | A B2C EC site

#What are the steps in creating a vertical e-marketplace? | Thinking ahead, planning, system analysis and design, building the exchange, testing/installation/operation, and system evaluation

#Gaye operates a B2B exchange that services a vertical market that marketers have difficulty targeting. What type of revenue model should she consider first? | Advertisement fee

#The volume of business should be high to reduce transaction fees. Which of the five critical success factors identified by Ramsdell is being described? | Early liquidity

#Membership in the exchange should be inclusive and allow a variety of businesses to take part. Which of the five critical success factors identified by Ramsdell is being described? | Openness

#Being the first mover in a market may help eliminate which of the following problems with exchanges? | Too many exchanges

#Which of the following is the flow of materials, information, money and services from raw materials suppliers to end customers? | Supply chain

#Which of the following is not a characteristic on an intranet? | Uses proprietary stands

#Which of the following is not required for an intranet? | Access to the Internet

#Potential uses for a corporate intranet can be best described as: | Robust, potential uses still being discovered

#Portal ABC was designed for a company's intranet. It has a broad amount of information designed for a narrow audience. What type of portal is being described? | Corporate portal

#Erratic shifts in orders up and down supply chains is know as the: | Bullwhip effect

#Which of the following technologies use magnetic waves to track items? | RFID

#Which of the following technologies use item level tracking of items? | RUBEE

#Which of the following technologies is safe to use in tissue? | RUBEE

#Which of the following systems have suppliers and retailers collaborating in their planning and demand forecasting to optimize the flow of materials along the supply chain? | CPFR

#Which of the following systems use algorisms to identify optimal solutions to complex planning problems that are bound by constraints? | APS

#Which of the following do businesses consider the least important when creating portal services? | News services

#Portal ABC was designed for a large and diverse audience. It has little individual customization available. What type of portal is being described? | Publishing portal

#Which of the following systems make suppliers responsible for retailers inventory levels? | VMI

#Which of the following is not an synchronous collaboration tool? | Voice mail

#Which of the following is not an example of B2E? | A business advertises for new employees on their Web site

#Which of the following categories of e-government reduces the average time for citizens to find benefits? | G2C

#Which of the following categories of e-government increases the number of grant programs available for electronic application? | G2G

#Which of the following categories of e-government reduces the average time for businesses to comply with regulations? | G2B

#Which of the following categories of e-government reduces the average time to process clearance forms? | IEE

#E-government can generally include all of the following except: | Selling commercial items

#Which of the following is an example of government-to-citizen (G2C) EC? | Electronic benefits transfer (EBT)

#What are the stages of implementation of e-government? | Information publishing, official two-way transactions, multipurpose portals, portal personalization, clustering of common services and full integration

#Real transformation of government structure takes place in what stage of implementation? | Clustering of services

#Which of the following is an example of peer-to-peer EC? | File sharing

#Which of the following is not an example of a P2P system? | User interfaces are based inside a Web browser

#Which of the following is not a challenge in e-learning? | Student interest

#Which of the following is an electronic magazine delivered over the internet? | E-Zine

#Which of the following is not an established application of e-government? | G2P

#Which of the following is not an identified benefit of electronic benefits transfer (EBT)? | Ease in assigning taxes

#Company ABC sells a variety of products on its Web site to the highest bidder. What type of business model are they using? |Online auction

#Company XYZ helps individuals sell products to other individuals and takes a small commission on each sale. What EC classification do they fit? |c2c

#Which of the following is a virtual organization? |Two companies combine resources to market a new product. They know this product can only be sold for the next 3 months.

#Customization allows companies to: |Produce a large number of individualized products.

#Which of the following is not a limitation of EC? |Customers now have nearly unlimited bandwidth.

#Company XYZ sells products to individuals. What EC classification do they fit? |b2c

#Which of the following is not an attribute of a corporate portal? |The public uses this portal to access the Internet

#Which of the following is a limitation of EC? |Special network and hardware requirements

#Which of the following is a benefit of EC? |Individuals can telecommute more easily

#EC reduces cycle time in all of the following ways except: |Customer satisfaction

#Why is B2C generally less attractive than B2B? |Channel conflict

#Company XYZ helps individuals exchange digital products. What EC classification do they fit? |p2p

#Company ABC has several divisions that have created private resources that can be accessed using Internet protocols. The company is now going to link these resources together. What type of network is being described? |Extranet

#Company XYZ sells a variety of products on its Web site. What type of business model are they using? |E-tailing

#Association ABC helps its members get discounts on the purchases by buying in bulk. What type of business model are they using? |Group purchasing

#Which of the following is not the function of a market? |Ensuring profits of brokers

#Which of the following is an intermediary? |Computer system that matches buyers with "Goods Wanted" to seller with "Goods for Sale"

#Lowering a customer's search cost allows them to: |Research more items to find the best price

#In what way does mobile computing not help organizations |Costs of hardware are increasing

#Which of the following is not a disadvantage of paper catalogs? |Portability

#What is NOT one of Porter's Five Forces? |Effects of EC Systems

#Why would a merchant want to customize products? |To charge a higher price

#A Web site offering content created by a third party transparently to customers is an example of: |Syndication.

#Which is an example of reintermediation |Using a salesperson to negotiate a large, complex agreement

#Which of the following is not a limitation of traditional auctions? |Duration of sale

#An item is offered with a minimum bid. The winner pays the exact price of his bid. What type of auction is being described? |Forward auction

#The bidder details exactly what they are willing to pay. The Seller accepts or rejects the price. What type of auction is being described? |Name-your-own-price auction

#Which of the following is not a benefit of auctions to sellers? |Entertainment

#What three factors facilitate online negotiations? |Voice over IP systems

#Which of the following is a limitation of auctions? |Potential for fraud

#Jeff wants to purchase online, but is concerned about a company's privacy policy. What online purchase decision aid should he use? |Trust verification site

#Trust verification sites evaluate a business's trustworthiness. How comprehensive is this evaluation? |Moderate, generally verification indicates a trustworthy user

#Which type of shopping software agent learns a user's preferences over time? |Learning agent

#Which of the following is an example of a general purpose pure-play e-tailer? |Store A does not have a physical location and sells a variety of products.

#Which of the following is not a typical service provided by online travel agents? |True bargains on airfare cost

#Which of the following is not a change in the travel industry created by online travel agents? |Higher total trip cost due to lost services

#Which of the following is the most serious strategic threat to traditional travel agents? |Intelligent software agents

#Which of the following is not a driver in the electronic job market? |Size of labor market

#Which of the following is not one of the advantages of the electronic job market for employees? |Lack of Internet users

#Which of the following is not a benefit of using the Internet to aid real estate transactions? |Online services eliminate the need to visit houses

#Which of the following companies does not trade stocks online? |Priceline.com

#Which of the following is not a capability of home banking? |Print new checks online

#Which of the following is not an advantage of online banking? |Personal interaction with staff

#What is the likely effect on intermediation of the following market events: aggregation, complex search requirements, and new markets? |Cybermediation

#Content created by a publisher that must be read using a computer or similar handheld device is an example of what type of digital publishing? |E-book

#Which of the following is not an organizational buyer? |Student purchasing school supplies

#Which of the following is not a part of the EC Consumer Behavior Model? |Decider variables

#Which of the following is not an environmental variable in EC purchasing? |Climate variables

#What are the two most cited reasons for not purchasing online? |Security and quality assessment

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Rich play? |Buyer

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Janice play? |Buyer

#A Web site asks users to fill out a questionnaire about themselves. The Web site then personalizes to the user and makes recommendations. What type of personalization is being used? |Rule-based filtering

#Which of the following is the most popular online customer service tool? |E-mail

#Web mining hopes to accomplish all of the following except: |Determine characteristics of specific users

#Mark is using an intelligent agent to help him determine which CD to purchase. What type of agent is he using? |Product brokering

#Julie is using an intelligent agent to help her find the best price on a CD she would like to purchase. What type of agent is she using? |Merchant brokering

#What is not a benefit of an FAQ? |The answers can change dynamically based on the questions

#Which of the following advertising methods involves the use of games? |Advergaming

#What is the proper order for the steps in market research? |Problem Definition, Research Methodology, Data Collection and Analysis, Results and Recommendation

#Which is not a characteristic of permission marketing? |Spamming

QN=1 Dell’s cornerstone business model is based on the concept of:|c. build-to-order which allows customers to configure their own customized systems

QN=2 \_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the buying and selling of goods and services; servicing of|b. E-business

QN=3 EC can take several forms depending on the degree of digitization of the following|a. the product or service sold, the process, and the delivery method

QN=4 Purely physical companies are referred to as \_\_\_\_\_\_\_\_\_\_\_\_ companies, whereas|b. brick-and-mortar; virtual

QN=5 The ways in which EC is done include:|d. the Internet, value-added networks, on local area networks using intranets, or on a

QN=6 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are systems where only routine transaction processing and|b. Interorganizational information systems

QN=7 EC applications are supported by infrastructure and by each of the following support|d. Mobile devices

QN=8 Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.|a. corporate portals

QN=9 A technology that is used to electronically transfer routine documents, such as|c. Electronic data interchange

QN=10 \_\_\_\_\_\_\_\_ refers to the second-generation of Internet-based services that let people|c. Web 2.0

QN=11 Which of the following is not a characteristic of the Digital Revolution ?|a. Many business processes are expedited by up to 50 percent.

QN=12 According to the Business Environment Impact Model, \_\_\_\_\_\_\_\_\_\_\_ provide|a. EC and IT

QN=13 A \_\_\_\_\_\_\_\_\_\_\_\_ is a company’s method of doing business to generate revenue to|b. business model

QN=14 According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, companies receive|c. affiliate fees

QN=15 According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, customers page a fixed|a. subscription fees

QN=16 Large private organizational buyers and government agencies make large-volume or|a. electronic tendering systems

QN=17 According to the \_\_\_\_\_\_\_\_\_\_\_\_\_ model, an organization can increase brand awareness|d. viral marketing

QN=18 Online group purchasing organizations are known as:|b. e-co-ops

QN=19 Major barriers to EC include all of the following EXCEPT:|d. lack of technology

QN=20 Which of the following is a technological limitation of EC?|c. Order fulfillment requirements of large-scale B2C.

QN=19 A job opening in the Sales Department posted on the company's Intranet by the|d. B2E

QN=21 Boeing designing a product together with a business partner is this type of interaction:|a. Collaborative Commerce

QN=22 The second-generation of Internet-based services that lets people collaborate and share|c. blogging

QN=23 The digital enterprise shifts the focus from managing individual information resources|b. orchestrating the services and workflows

QN=24 A corporation uses the Internal Revenue Service's Web site to learn how to pay its|d. E2E

QN=25 Many companies employ a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which is a gateway for customers,|a. corporate portal

QN=26 Because the rate of change and the level of uncertainty are expected to accelerate,|b. operating under increasing pressures to produce more products, faster, and with

QN=27 A large number of EC companies, especially e-tailing and B2B ones, failed from 1999|b. The companies failed to register with search engines, such as Google.

QN=28 Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.|a. corporate portals

QN=29 A business such as Apple Computers making online transactions with its trading|a. B2B

QN=30 Challenges that Boeing faced with its global collaboration for the design and assembly|d. Lag time

QN=31 Fundamentally, the success of the pure-play jewelry e-tailer Blue Nile was due to the|d. offer lower prices than competitors

QN=32 Traditional and electronic markets have three main functions, which include each of|a. transforming raw materials into finished products.

QN=33 Digital products have different cost curves than those of regular products because:|b. in digitization, most of the costs are fixed, and variable costs are very low.

QN=34 The portion of an e-seller’s business processes through which customers interact,|a. front end

QN=35 The major \_\_\_\_\_\_\_\_\_\_ e-marketplaces are storefronts and Internet malls.|d. B2C

QN=36 An electronic storefront includes several mechanisms that are necessary for|c. a supply chain

QN=37 All the activities that are related to order aggregation and fulfillment, inventory|b. back end

QN=38 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are online markets owned and operated by a single company and|a. Private e-marketplaces

QN=39 A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is a single point of access through a Web browser to help users|c. information portal

QN=40 Finding relevant and accurate information is often time-consuming and requires|a. portals.

QN=41 A type of broker that helps consumers compare different stores is a:|c. shopping facilitator.

QN=42 Human or electronic intermediaries attempt to address each of the following|d. product distribution.

QN=43 The elimination of various types of agents that mediate between buyers and sellers,|b. disintermediation

QN=44 A mode is purchasing where prices are negotiated or discounted is|a. dynamic pricing

QN=45 Although used occasionally in B2C commerce, customized catalogs are especially|b. Intranets, in particular, can deliver customized catalogs to different business customers.

QN=46 To be successful and useful, large e-catalogs need a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.|a. search engine

QN=47 A \_\_\_\_\_\_\_\_\_\_\_\_ has capabilities that can be used to perform routine tasks that require|c. software agent

QN=48 Popular search engines include all of the following EXCEPT:|c. AltaVista

QN=49 A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an order-processing technology that allows customers to|c. electronic shopping cart

QN=50 The most common and traditional form of auctions in which one seller entertains bids|a. forward auctions.

QN=51 An auction in which there is one buyer and many potential sellers; or in which a buyer|b. forward auctions.

QN=52 What is a benefit of e-auctions to sellers?|d. The optimal price is determined by the market.

QN=53 Organizations are embracing mobilized computing technologies for several reasons|c. Wireless security problems have been solved with encryption.

QN=54 EC competition is very intense because online transactions enable each of the|b. Higher prices because of a greater number of potential buyers.

QN=55 Which of the following statements about differentiation and personalization is not|a. Products must be differentiated for perfect competition.

QN=56 It can be said that competition between companies is being replaced by competition|d. networks

QN=57 The Internet has influenced industry structures in each of the following ways EXCEPT:|b. Increases differences among competitors whose offerings are kept proprietary.

QN=58 Impacts of e-marketplaces on B2C direct marketing include all of the following|c. Brand images for new companies have become more difficult to establish.

QN=59 One of the major benefits of e-markets is the improvement in supply chains with the|d. logistics chain

QN=60 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ provides customers with exactly what they want, when and where|b. Demand-driven manufacturing

QN=61 Which of the following is true of virtual banks?|a. Virtual banks have no physical location.

QN=62 According to data from eMarketer, approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_shop online|b. three in four Internet users age 14 and over

QN=63 A traditional brick-and-mortar store with a mature Web site uses a click- and|a. reduce refunds and exchanges.

QN=64 All of the following categories have already been selling well online EXCEPT:|a. new cars

QN=65 DeFreshFish has been in business for ten years selling custom fishing lures to local|a. the risk associated with trying to comply with conflicting rules and

QN=66 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are those who are young and comfortable with technology.|c. New technologists

QN=67 The original click-and-mortar strategy used by Toys R Us failed, as did the original toy|b. an alliance of a pure-player with a traditional retailer.

QN=68 The TRUSTe seal is an example of:|d. a trustmark.

QN=69 Software tools that scout the Web for stores that sell similar items at low prices are|b. Shopbots.

QN=70 are extremely busy customers willing to shop online in order to free up time.|b. Time-starved customers

QN=71 Important trends in B2C EC include all of the following EXCEPT:|b. the Internet will influence approximately 25 percent of all retail sales by

QN=72 Sears marketing strategy would best be described as:|c. a click-and-mortar strategy.

QN=73 Dell's strategy is best described as:|d. direct marketing from a manufacturer.

QN=74 Amazon.com experienced all of the following EXCEPT:|c. The company’s financial success has been assured.

QN=75 With all else being equal in the online environment, goods with any of the following|c. Relatively expensive items.

QN=76 Marketing that takes place without the help of intermediaries is called:|a. direct marketing.

QN=77 In direct marketing:|c. customers are contacted directly without the help of intermediaries.

QN=78 An online seller of travel services that generates revenue by charging fees for its|b. transaction broker.

QN=79 A marketer that uses e-mail to advertise to potential customers is called a:|d. viral marketer.

QN=80 A company that creates and manages many-to-many markets is called a:|a. market maker.

QN=81 In an e-market, Federal Express is an example of a(n):|b. service provider.

QN=82 All of the following are potential sources of revenue for online independent travel|a. direct marketing revenues.

QN=83 Which of the following is true of virtual banks?|a. Virtual banks have no physical location.

QN=84 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are customers who are willing to shop online because they dislike|d. Shopping avoiders

QN=85 All of the following are examples of interactive entertainment EXCEPT:|b. purchasing theatre tickets online.

QN=86 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are gateways to storefronts and e-malls.|a. Shopping portals

QN=87 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are sites that evaluate and verify the trustworthiness of e-tailers|c. Trust verification sites

QN=88 Charles wants to buy a John Lennon lithograph over the Internet, but he is unwilling to|a. an escrow service.

QN=89 A software agent that surveys user's reading interests, then uses machine learning to|d. a learning agent.

QN=90 A traditional brick-and-mortar store with a mature Web site uses a click-and-mortar|a. reduce refunds and exchanges.

QN=91 The single factor that will determine which intermediaries continue to exist and which|c. the addition of value-added services by the intermediary

QN=92 An e-tailer uses cookies to identify returning customers and to provide suggested|a. personalization.

QN=93 According to the EC consumer behavior model, personal characteristics and|a. independent variables

QN=94 The major environmental variables influencing EC purchasing are:|b. social, cultural, community, regulatory, political, and legal.

QN=95 Pricing, technical support, and logistics support are several of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_|c. intervening variables

QN=96 Because online buyer’s decisions depend on numerous independent and intervening|b. dependent variables

QN=97 Banner advertising on Web sites helps trigger a realization that there is a gap between|a. need identification

QN=98 Marketing and advertising approaches has evolved from mass marketing to market|b. the Internet enabled companies to better communicate with customers and understand

QN=99 The core of the “new marketing model” consists of:|d. customer relationships.

QN=100 Personalization and user profiling strategies include each of the following EXCEPT:|a. Segmenting the market based on demographics.

QN=101 The two key factors limiting the use of personalization to more precisely target|c. privacy and trust issues.

QN=102 The term\_\_\_\_\_\_ refers to the number of times users call up a page that has a banner on|b. ad view

QN=103 By increasing customer loyalty, EC companies can achieve each of the following|d. lower resistance to competitors.

QN=104 What has been the impact of the introduction of EC on customer loyalty in general?|a. Loyalty has decreased because of customers’ ability to shop, compare, and shift

QN=105 According to research, customer satisfaction with an Internet store:|c. drops dramatically when certain Web site features fail to perform properly, such as the

QN=106 The Internet introduced the concept of\_\_\_\_\_\_\_\_\_\_, which has enabled marketers and|b. interactive marketing

QN=107 Issues related to trust in EC include all of the following EXCEPT:|a. As a result of trust-transference programs through portal affiliation, seal of approval

QN=108 \_\_\_\_\_\_\_\_is an advertising strategy that uses word-of-mouth marketing in which|a. viral marketing

QN=109 All of the following are correct about market research methods EXCEPT:|c. Direct mail marketing methods are usually cost-effective.

QN=110 Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_\_\_\_\_\_\_|c. psychographic

QN=111 Advertising in chat rooms, blogs, or social networks can achieve each of the following|c. they can be used as one-to-one connections between a company and its customers

QN=112 To avoid getting false information from participants of online surveys, marketers learn|d. Data mining to analyze clickstream data.

QN=113 According to Inmon, B2C clickstream data can reveal information each of the|a. What goods the customer wanted to but could not find.

QN=114 Web analytics and mining tools and services:|b. offer advanced functions that help marketers decide which products to promote, and

QN=115 Once a company knows a consumer’s preferences, the company can predict, without|c. collaborative filtering

QN=116 Limitations of online research methods are all of the following EXCEPT:|d. E-mail surveys have the lowest response rate.

QN=117 The risks of e-mail advertising management include all of the following EXCEPT:|b. measuring e-mail advertising effectiveness

QN=118 Procter & Gamble (P&G) used the Internet in the new product development of|b. reduced the time-to-market from concept to market launch by approximately two years.

QN=119 Online methods of bringing new customers to a B2B site when a B2B vendor wants to|a. through direct mail campaigns.

QN=120 The major disadvantage of banners is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.|a. their cost

QN=121 A(n) \_\_\_\_\_\_\_\_ is an HTML coding statement that describes the content of a Web page|c. meta-tag

QN=122 A(n) \_\_\_\_\_\_\_\_ is a type of pop-up ad that appears after a user clicks a link and remains|c. interstitial

QN=123 Key business drivers for B2B are all of the following EXCEPT:|c. the willingness of companies to incur higher costs to improve collaboration.

QN=124 In selling directly, manufacturers may encounter a similar problem to that of B2C,|c. the willingness of companies to incur higher costs to improve collaboration.

QN=125 In selling directly, manufacturers may encounter a similar problem to that of B2C,|a. channel conflict

QN=126 B2B transactions that involve communication, design, planning, information sharing,|b. collaborative commerce

QN=127 The Cisco Connection Online (CCO) Website receives over 2 million hits per month|a. 25/35

QN=128 The aggregation of suppliers’ catalogs on the buyer’s server to make it easier to|a. internal procurement marketplace

QN=129 In general, the benefits of contract-management software include all of the following|a. Reduces contract-related risks

QN=130 With \_\_\_\_\_\_\_\_\_\_, a business sells to a business but delivers small quantities to|a. B2B2C

QN=131 A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is an online third party that brokers B2B transactions between a|d. intermediary

QN=132 The purchase of goods and services as they are needed, usually at prevailing market|c. spot buying

QN=133 Indirect materials are typically used in \_\_\_\_\_\_\_\_ activities|a. maintenance, repair, and operation (MRO)

QN=134 Some of the benefits of a(n) \_\_\_\_\_\_\_\_\_\_ are that distributor scan check inventory,|c. extranet-based order-entry tool

QN=135 Purchases of goods and services based on long-term contracts is referred to as.|d. strategic sourcing

QN=136 \_\_\_\_\_\_\_\_\_\_\_\_ can be supported more effectively and efficiently through direct buyer–|a. Strategic purchases

QN=137 What are the two types of materials and supplies that are traded in B2B?|b. Direct and indirect.

QN=138 Nonproduction materials such as equipment and tools that support production are|a. indirect materials

QN=139 The \_\_\_\_\_\_\_\_\_\_\_\_\_ consists of a number of interrelated subprocesses that extend from|a. supply chain

QN=140 1. Companies will usually separate B2C orders from B2B orders because B2C and|a. order-sulfillment processes and different pricing models

QN=141 Because conducting reverse auction in B2B can be afairly complex process, a(n)|b. third-party intermediary

QN=142 Companies that use an intermediary to do their buying and selling tend to be:|b. low on supply chain power and low on buying/selling capabilities

QN=143 The major B2B services include each of the following EXCEPT:|d. Retail

QN=144 Major implementation challenges that companies must consider when planning eprocurement initiatives include all of the following EXCEPT:|d. Increasing the number of regular suppliers and integrating with their information

QN=145 Which of the following is not one of the major benefits of B2B?|b. Enables customized online catalogs with the same prices for different customers.

QN=146 \_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when B2B eliminates a distributor or a retailer.|c. Disintermediation

QN=147 In a sell-side e-marketplace, a business sells products and services to business|a. an extranet

QN=148 One of the major problems facing direct sellers is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.|a. how to find buyers

QN=149 Companies use \_\_\_\_\_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to|c. forward auctions

QN=150 Benefits of using a third-party hosting company for conducting B2B auctions instead of|a. Time-to-market of several weeks.

QN=151 A company-based acquisition site that uses e-procurement methods such as reverse|b. buy-side e-marketplace

QN=152 Benefits of e-procurement over traditional procurement methods include all of the|c. Increasing the skill requirements and training needs of purchasing agents.

QN=153 By using the Internet and automatic-response software agents, GE reduced the cost of|c. $0.20

QN=154 Before the Internet, the trading process for raw and partially processed chemicals,|b. disintermediated

QN=155 A third party that operates an exchange and in many cases, also owns the exchange is|b. market maker

QN=156 In the context of EC, \_\_\_\_\_\_\_\_\_\_\_\_ are electronic trading-community meeting places|a. exchanges

QN=157 In spot-sourcing, prices are:|b. dynamic and set based on supply and demand

QN=158 An exchange whose members are in one industry or industry segment and that trades|a. vertical exchange

QN=159 Light bulbs and office supplies might be purchased in a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by|b. horizontal exchange

QN=160 In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the prices are usually dynamic and are based on changes in|d. spot sourcing

QN=161 In \_\_\_\_\_\_\_\_\_, the prices are usually negotiated or fixed.|a. strategic sourcing

QN=162 The exchange model in which RFQs are aggregated then linked to a pool of suppliers|c. buyer aggregation

QN=163 Spot sourcing of direct materials takes place:|b. in vertical exchanges.

QN=164 In an exchange where plastic components are bought and sold, the market maker|c. transaction facilitation.

QN=165 In an exchange where plastic components are bought and sold, the market maker|b. maintaining exchange infrastructure.

QN=166 A market maker evaluates an exchange between a buyer in the United States and a|b. maintaining exchange infrastructure.

QN=167 In the consortia model:|b. several industry players come together to establish the exchange for the benefit of all.

QN=168 The exchange model in which a third party sets up the exchange and promises to run it|a. neutral entrepreneur model.

QN=169 A market maker charges a percentage on every buy and sell made in the exchange. The|b. transaction fee model.

QN=170 A market maker bills a buyer for reviewing several seller contracts and making a|a. fee for service model.

QN=171 Chem Connect is an example of a successful e-exchange with:|a. many buyers and many sellers

QN=172 All of the following are potential sources of revenue for an exchange EXCEPT:|b. shipping and handling fees.

QN=173 An exchange charges an annual fee of $25,000 for all parties who want to trade in the|b. membership fee model

QN=174 Markets in which several large sellers sell to a large number of buyers are called|b. seller-concentrated markets

QN=175 The concept of liquidity for a B2B exchange is the:|d. number of buyers and sellers in a market <271>

QN=176 The most attractive industries for a vertical exchange are characterized by:|b. a market in which a small number of very large orders account for more than half

QN=177 When membership fees are the basis for revenue generation in an e-exchange, it has|c. low membership fees often result in losses to the exchange,; however, high fees

QN=178 In dealing with exchange members, the management of the exchange should:|a. make certain that the exchange is neutral in its dealings with all members.

QN=179 Brand building is important in B2B exchanges because:|c. it is easy for exchange members to change to another exchange.

QN=180 From 2001 to 2006, a majority of e-exchanges:|b. folded due to a lack of customers, cash, or both

QN=181 Attracting large business sellers to public exchanges is often difficult for all of the|c. advertising costs in public exchanges are very expensive <288>

QN=182 Using tunneling technology to improve security of communication over the Internet is|b. virtual private network (VPN).

QN=183 An exchange that handles materials used by companies in different industries is|b. horizontal exchange <264>

QN=184 A company’s internal operations and its relationships with suppliers and other business|b. as complex as customer-facing applications such as taking an order online.

QN=185 For a manufacturer, the supply chain ends:|b. when the product is used up and disposed of.

QN=186 The use of Web technologies to manage warehousing and transportation processes is|c. e-logistics

QN=187 The e-SCM process that includes integrated production and distribution processes is:|a. supply chain replenishment

QN=188 All of the following are true about product lifecycle management (PLM) EXCEPT:|b. The demand for PLM in limited because it does not apply to products that have short

QN=189 The major benefit of group decision support systems is:|d. in conducting virtual meetings

QN=190 \_\_\_\_\_\_\_\_\_\_\_\_is the transfer of documents and computer files while video|b. Data conferencing

QN=191 RFID can provide immediate, short-term, and long-term value to organizations. An|c. an RFID tag tells inventory control every time a roll of wire moves out of the ware

QN=192 B2B systems which are used for communication, design, planning, information|c. collaborative commerce.

QN=193 All of the following would be considered c-commerce EXCEPT:|a. aggregating catalogs on a central server.

QN=194 A major block in the widespread implementation of collaborative commerce is:|d. the lack of universally accepted standards.

QN=195 The last fifteen orders from a manufacturer to its suppliers range from $100,000 to|d. the bullwhip effect

QN=196 Wal-Mart and LeviStrauss collaborate on demand forecasting in order to optimize the|b. CPFR

QN=197 Addressing mission-critical, high-volume transaction processes is the goal of:|a. production workflow applications

QN=198 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a business strategy that enables manufacturers to control and share|c. Product lifecycle management

QN=199 Today, many business experts agree with each of the following EXCEPT:|a. Supply chain integration has reduced the intensity of competition in most industries.

QN=200 When planning, designing and implementing integrated supply chain operations,|b. location and revenues.

QN=201 Software that helps integrate different types of information systems among|a. middleware.

QN=202 Collaborative workflow applications:|a. address project-oriented and collaborative processes.

QN=203 Software applications that address project management concerns are examples of:|b. collaborations workflow applications.

QN=204 The steps required to approve an expense report is an example of:|c. administrative workflow applications

QN=205 When large suppliers or buyers are involved, a workflow system:|a. is needed for both the collaborative efforts and for supply chain and production

QN=206 Corporations are moving their phone systems to \_\_\_\_\_\_\_\_\_\_\_ to cut costs and boost|b. VoIP

QN=207 The primary benefits of workflow management systems include all of the following|d. increased data security.

QN=208 When large suppliers or buyers are involved, a workflow system:|a. is needed for both the collaborative efforts and for supply chain and production

QN=209 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that the communication and collaboration are done in real|a. Synchronous

QN=210 Group ware is appropriate in all of the following situations EXCEPT:|d. for people working on different tasks or projects

QN=211 The purpose of CPFR is to:|d. ensure that members of the supply chain will have the right amount of raw

QN=212 All of the following are types of communication and collaboration done in real time|a. blogging

QN=213 The growth in electronic meeting systems has been driven by all of the following|a. Shorter cycle times.

QN=214 All of the following apply to instant video EXCEPT:|d. The highest quality approach is to add video cameras to the participants’ computers.

QN=215 All of the following are examples of e-government EXCEPT:|a. a company sells army and navy surplus supplies at auction over the Internet.

QN=216 The exclusively online publication of Stephen King’s e-book Riding the Bullet in|d. as disrupted by hackers who breached security, then distributed free copies of the

QN=217 The tasks if KM include each of the following EXCEPT:|c. restricting knowledge access to prevent its transfer between individuals <393>

QN=218 Risks in corporate blogging include all of the following EXCEPT:|a. the risk of disciplinary action against abusive bloggers

QN=219 An example of G2C is:|b. a driver applies for and pays for the renewal of his auto tag online.

QN=220 \_\_\_\_\_\_\_\_\_\_\_ are a popular online publishing technology for creating a Web page that|c. Wikis

QN=221 A type of e-book referred to as the \_\_\_\_\_\_\_\_\_\_\_is a truly multimedia, online-only|d. rubics-cube hyperlink book

QN=222 Chaplin reports quarterly sales revenue from his business to city hall over the Internet.|c. G2B e-commerce

QN=223 A podcast is distinguished from other digital audio formats by :|c. its ability to be downloaded automatically, using software capable of reading feed

QN=224 A government agency uses an online reverse auction to satisfy the tendering system|d. e-Procurement

QN=225 Government-to-employee applications can lead to significant efficiency improvements|a. Most government employees use handheld digital devices.

QN=226 Which of the following is an example of edutainment?|a. an online game that uses colorful characters to teach young children about

QN=227 One of the most important issues in implementing e-government is:|c. its adoption and usage by citizens.

QN=228 All of the following are advantages of e-learning EXCEPT:|a. college professors are anxious to develop new online courses.

QN=229 All of the following are problems in implementing e-Government EXCEPT:|b. the technology needed to implement stage 6 of the Deloitte transformation process does

QN=230 All of the following are potential drawbacks of e-learning EXCEPT:|b. knowledge retention is lower than in traditional classrooms.

QN=231 Most universities use e-learning:|d. as a supplementary channel to traditional classrooms.

QN=232 Knowledge is of limited value if:|a. it is not shared

QN=233 Knowledge generated in e-business contributes to the enhancement of three core|b. project management

QN=234 The business forces that are driving the transition from traditional education to online|d. limited supply of faculty with specialized expertise.

QN=235 One of the facilitators of e-learning is \_\_\_\_\_\_\_\_\_\_\_ technology such as wikipedia.org.|a. Web 2.0

QN=236 More and more people are willing to pay for digital music, as shown by the success of|c. c. Apple’s iTunes

QN=237 \_\_\_\_\_\_\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos,|a. Online publishing

QN=238 \_\_\_\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars, promote|b. Webcasting

QN=239 The primary advantage that e-books offer publishers is:|b. lower production, marketing, and delivery costs.

QN=240 Which of the following statements about blogs is not true?|c. Blogs are limited to one-way communication.

QN=241 A major purpose of an organizational knowledge base is to support and allow|a. knowledge sharing

QN=242 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves using various computer-based tools and techniques to|a. Knowledge creation

QN=243 Customer-to-customer (C2C) e-commerce is conducted in various ways on the Internet,|a. C2C auctions

QN=244 P2P systems have all of the following key characteristics EXCEPT:|c. The overall system is well integrated, but lacks tools for easy creation of content or for

QN=245 M-commerce transactions and activities require \_\_\_\_\_\_\_\_\_\_\_\_\_ and|c. hardware and software infrastructures; infrastructure support

QN=246 Infrastructures that support the wireless connection are:|a. network access points, mobile communications server switches, and cellular

QN=247 Components of a wireless infrastructure that support delivery of services over a|b. WAP gateways, GPS locators, and GPS satellites.

QN=248 Characteristics of mobile devices that create special requirements that hardware and|d. broad bandwidth

QN=249 The exchange of updated information with other computing devices is called:|c. synchronization

QN=250 A suite of network protocols designed to enable different kinds of wireless devices is|a. Wireless Application Protocol.

QN=251 The application logic in a handheld PDA, smart phone, Palm or Wintel notebook is|c. a mobile application user interface.

QN=252 \_\_\_\_\_\_\_\_\_\_ enables the determination of the location of an enabled device.|b. GPS

QN=253 Rick sends a message from a delayed flight to his friend on her cell phone that he will|c. SMS

QN=254 Micropayments are electronic payments:|c. c. that are less than $10.00.

QN=255 Infrastructures that sua. pport the wireless connection are:|a. a. network access points, mobile communications server switches, and cellular

QN=256 The IEEE standard \_\_\_\_\_\_\_\_\_\_ offers bandwidth transfer rates of 200 to 540 Mbps,|a. 802.11n

QN=257 Most WLANs run on a telecommunications standard known as \_\_\_\_\_\_\_\_\_\_\_\_, which|d. IEEE 802.11; Wi-Fi

QN=258 A \_\_\_\_\_\_\_\_\_\_\_ is suitable for mobile users who need to make very short-range deviceto-device wireless connections within a small space, such as a single room, and most|a. personal area network

QN=259 All of the following about wireless wide area networks (WWAN) are true EXCEPT:|a. The single WWAN network standard insures compatibility of handsets within and

QN=260 The major attributes that enable development of new applications that are possible only|b. Security

QN=261 As in e-commerce, m-commerce B2C applications are concentrated in each of the|c. c. telecommunications

QN=262 Mobile access supports the two functions of sales force mobilization and field service,|c. customer relationship management <442>

QN=263 One way to share information with supply chain partners is wireless \_\_\_\_\_\_\_\_\_, which|c. telemetry

QN=264 The development of m-commerce is being driven by the following technological,|a. The transition to a manufacturing economy.

QN=265 One initiative underway that could lead to widespread support for the introduction of RFID|d. Electronic Product Code

QN=266 The major enterprise mobile applications are all of the following EXCEPT:|d. research and development

QN=267 By enabling sales force employees to record orders in real time, the organization|b. more extensive collaboration and sharing of customer leads.

QN=268 \_\_\_\_\_\_\_\_ refers to the integration of computers and wireless communications in order|b. telematics

QN=269 All of the following about RFID are true EXCEPT:|b. an RFID tag can hold 20 times the amount of information a bar code can hold,

QN=270 All of the following are barriers to location-based m-commerce EXCEPT:|a. There are presently not enough location-based systems to make this a viable

QN=271 The services provided through location-based m-commerce focus on key factors which|c. Geocaching, or determining the topography of an area.

QN=272 A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a computer system capable of integrating, storing, editing,|a. geographical information system

QN=273 You are walking near a coffee shop and suddenly your cell phone beeps with a|b. location-based advertising

QN=274 Many experts believe that the next major step in the evolution of computing will be|d. pervasive computing

QN=275 Auctions are all of the following EXCEPT:|a. They are suitable for most consumer goods.

QN=276 Dynamic pricing refers to :|d. prices that are determined by market forces.

QN=277 \_\_\_\_\_\_\_\_\_\_ work best with many buyers and many sellers.|b. Dynamic exchanges

QN=278 The process of building auction applications is complex for all of the following|b. auctions must provide payment systems

QN=279 Two purposes of a types of \_\_\_\_\_\_\_\_\_\_\_ auctions are liquidation and market|b. one seller, many potential buyers

QN=280 The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auction model is popular in B2B.|a. one-buyer, one-seller

QN=281 Reverse auctions are a type of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auctions.|c. one buyer, many potential sellers

QN=282 The “name-your own-price” model pioneered by Priceline.com is a type of|c. one buyer, many potential sellers

QN=283 Auctions done in exchanges or double auctions are \_\_\_\_\_\_\_\_\_\_\_\_ auctions.|d. many buyers, many sellers

QN=284 Jackie uses a software system to place bids automatically on her behalf until her|a. proxy bidding

QN=285 Bidders sometimes use phantom bidders to drive bid prices up rapidly at the beginning|a. bid shielding

QN=286 A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ takes place between sellers and buyers in one industry or for one|b. vertical auction

QN=287 All of the following are potential benefits from auctions to sellers EXCEPT:|c. sellers are always anonymous.

QN=288 In electronic auctions, near-perfect market information is available about prices,|d. buyers and sellers

QN=289 Benefits of electronics auctions (e-auctions) to sellers include all of the following|b. Anonymity

QN=290 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the tendency of customers to stay at Web sites longer and|d. Stickiness

QN=291 Research has shown that e-commerce sites that use an auction model tend to:|a. reach critical mass more quickly than catalog-order-based.

QN=292 the limitations of mobile auctions are all of the following EXCEPT:|d. Internet cell phones are less private than a PC <498: more private>

QN=293 The practice by sellers of having associates place fake bids in an auction as a way to|b. shilling.

QN=294 The first step in the auction process is:|d. searching and comparing.

QN=295 Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are|b. higher

QN=296 Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are|a. lower

QN=297 Many auction sites are implementing \_\_\_\_\_\_\_\_\_\_\_\_\_ because of the significant|d. m-commerce applications

QN=298 The most serious disadvantage of e-auctions is:|a. the risk of fraud.

QN=299 Each of the following is true about auction rules EXCEPT:|a. rules eliminate conflicts with existing distributors and distribution channels

QN=300 A major shortcoming with authentication services is:|a. two different authenticators may come up with different opinions regarding the

QN=301 John wants to know if the first edition novel he just purchased through an e-auction is|b. authentication

QN=302 Many companies use intermediaries or trading assistants instead of implementing eauctions themselves for each of the following reasons EXCEPT:|c. To avoid tax and legal fees.

QN=303 Each of the following is one of the three major categories of auction rules EXCEPT:|a. timing rules

QN=304 The incidence of online fraud and identify theft has increased for each of the following|c. New effective phishing scams and schemes being carried out by computer experts.

QN=305 Cyber cons have a negative effect on EC because|a. defending against these cons and compensating for damages significantly increase the

QN=306 The key reasons why EC criminals cannot be stopped include each of the following|b. Sophisticated hackers use browsers to crack into Web sites.

QN=307 It is currently known that if a front-end application such as a Web site is effectively|a. the data itself may not be secure because the application may not function as planned.

QN=308 A vulnerability|d. is a weakness in software or other mechanisms that a hacker can use directly to gain

QN=309 The underlying reasons why a comprehensive EC security strategy is needed include|c. Managers treating EC security as a process.

QN=310 The protection of information systems against unauthorized access to or modification|a. Information assurance.

QN=311 The success and security of EC depends on the \_\_\_\_\_\_\_\_\_\_ of information and the|d. confidentiality, integrity, and availability

QN=312 The basic security concepts relating to customers and other users are:|a. authentication, authorization, and nonrepudiation.

QN=313 Digital signatures or digital certificates:|d. a and b

QN=314 The most cost-effective approach to EC security is to develop and implement a strategy|b. proactively meets regulatory, financial, marketing and operational requirements.

QN=315 To be effective, an acceptable use policy (AUP) needs|a. to inform all users of their responsibilities when using company networks, computer

QN=316 Which of the following statements about hardware and software security defenses is|a. Hardware and software security defenses protect against irresponsible business

QN=317 Social engineering attacks are:|c. take advantage of Web 2.0 applications like social networking sites, blogs, wikis and

QN=318 A technique known as web page hijacking|a. enables a malicious Web master to displace the pages of an EC Web site in the Search

QN=319 A botnet is:|d. a coordinated network of computers that can scan for and compromise other computers

QN=320 Public key infrastructure (PKI) is an authentication method|a. that has become the cornerstone for secure e-payments and intranet applications.

QN=321 Access to a network ought to be based on:|a. the policy of least privilege where access to network resources are blocked and

QN=322 Which of the following does not correctly describe what firewalls protect against?|c. Macros are the electronic equivalent of junk mail.

QN=323 Firewalls that filter requests from the Internet to a private network based on the IP|a. packet-filtering routers.

QN=324 All of the following are important security functions of proxy servers except:|d. They improve network performance.

QN=325 The advantages of virtual private networks (VPN) for data communications include all|b. They ensure the confidentiality and integrity of the data transmitted over the Internet

QN=326 A host-based intrusion detection system (IDS):|a. Resides on the server that is being monitored where it can detect whether critical or

QN=327 Factors that come into play in determining whether a particular method of e-payment|b. full traceability of the buyers.

QN=328 A card that draws the payment amount directly from the user’s checking account is|d. debit card

QN=329 The process of determining whether a card is active and whether the customer has|d. authorization.

QN=330 The transfer of money from the buyer’s to the seller’s account is called:|b. settlement.

QN=331 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are financial institutions that provides a customer with a payment|b. Issuing banks

QN=332 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provide connectivity among merchants, customers, and financial|c. Payment processing services

QN=333 Each of the following are ways to pay bills over the Internet EXCEPT:|c. customer service provider.

QN=334 From the perspective of the billing firm, all of the following are advantages of e-billing|c. universal availability.

QN=335 From the perspective of the customer, all of the following are advantages of e-billing|a. greater security than other types of payments.

QN=336 Characteristics of B2B payments include all of the following EXCEPT:|c. They require less rigor and security than B2C payments.

QN=337 B2B payments are part of a much larger financial supply chain that includes all of the|b. financial reporting.

QN=338 In financial supply chain management, the goal is to optimize all of the following|d. the physical supply chain

QN=339 Unlike the physical supply chain, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ characterize the financial supply|a. inefficiencies

QN=340 The vast majority of B2B payments are:|a. still made by paper check.

QN=341 The process by which companies present invoices and make payments to one another|b. enterprise invoice presentment and payment.

QN=342 For many firms, presentment and payment processes are all of the following EXCEPT:|c. secure.

QN=343 The implementation of most EC applications requires the use of all of the following|d. manufacturing

QN=344 Most EC applications are based on \_\_\_\_\_\_\_\_\_\_\_ that begin with an order, frequently a|a. pull operations; customized

QN=345 Packing, delivery, accounting and logistics are examples of:|c. back-office operations.

QN=346 Customer-facing activities or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are activities, such as advertising and|d. front-office operations.

QN=447 The Council of Supply Chain Management Professionals defines \_\_\_\_\_\_\_\_\_\_\_\_\_ as|a. logistics.

QN=348 A typical EC fulfillment process involves all of the following activities EXCEPT:|b. Just-in-time inventory management.

QN=349 The administrative activities of order taking and fulfillment involve all of the following|d. accounts payable.

QN=350 The major difference between e-logistics and traditional logistics is:|b. traditional logistics deals with movement of large amounts of materials to a few

QN=351 The inability to deliver products on time is a typical problem:|a. in traditional logistics only because the problem has been solved in e-commerce.

QN=352 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are a major source of uncertainty in supply chains.|d. Demand forecasts

QN=353 Solutions to problems in the supply chain for EC companies are:|a. generic across both EC and traditional companies.

QN=354 Automated warehouses for B2C companies are designed:|c. to facilitate the delivery of small quantities of product to a very large number of

QN=355 The second most often cited reason for customers not buying on the Web is:|a. the lack of a good return mechanism.

QN=356 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ recognizes that \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the core of a business and|c. Customer relationship management; customers

QN=357 Data analytics are a valuable tool because it can provide all of the following EXCEPT:|c. financial reporting

QN=358 For \_\_\_\_\_\_\_\_\_\_\_\_\_ companies, it may be even more important to change strategies|b. pure play

QN=359 Capabilities of the Internet that have made it more difficult for companies to capture|d. The Internet makes it easier to make secure payments.

QN=360 Projections of the business technological, political, economic, and other environments|a. forecasts.

QN=361 All of the following are elements of a company’s strategy EXCEPT:|c. day-to-day operations.

QN=362 All of the following about the strategic planning process are true EXCEPT:|d. The strategic planning process begins with strategy formulation.

QN=363 A specific outcome of the strategy initiation phase is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which|a. company analysis

QN=364 Google’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is its expertise in information search technology.|c. core competency

QN=365 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of making the selected applications and projects a|a. Project management

QN=366 An analytical tool in which a company looks for points of differentiation between|b. competitor analysis grid

QN=367 \_\_\_\_\_\_\_\_\_\_\_\_\_ is the continuous evaluation of progress toward the organization’s|d. strategy assessment

QN=368 All of the following are situations when a business plan should be done EXCEPT:|a. When an existing business is deploying a CRM system.

QN=369 Which of the following about business plans and business cases is NOT correct?|c. The audiences are the same—senior management and the board or directors.

QN=370 The most efficient way to expand an organization’s scope is:|a. to introduce new products or services into new or existing markets without increasing

QN=371 Separating a company’s online operations into a new company makes sense in each of|c. when the company is unable to form new alliances, attract new talent, or raise

QN=372 The most dangerous risk to a company engaged in e-commerce is:|b. business risk.

QN=373 All of the following determine the degree of collaboration between off-line and online|c. the pricing strategy.

QN=374 Internet technologies can provide consumers with easier access to pricing information,|d. reducing prices.

QN=375 A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a form of business alliance composed of several business|c. virtual corporation

QN=376 The most important objectives of strategic assessment are all of the following|d. Identify what competitors are doing to avoid head-on competition.

QN=377 To defend against unethical and illegal business tactics that exploit EC operations,|c. Implemented honeypots.

QN=378 Having control over the collection, storage, and dissemination of personal information|d. privacy

QN=379 A decision by a judge that may be used as a standard in similar cases that follow is|b. legal precedent

QN=380 Critics of political spam are against its use because they believe that:|a. all spam is a nuisance, clogs mail servers, and creates security risks

QN=381 Due process is|c. a guarantee of basic fairness and fair procedures in legal action.

QN=382 Property rights relevant to e-commerce include all of the following EXCEPT:|a. The right to bring criminal charges against a violator.

QN=383 Intellectual property law is the area of law that is associated with each of the following|a. business contracts.

QN=384 Which of the following is true about copyrights?|d. The entertainment industry, led primarily by the Motion Picture Association of

QN=385 Each of the following statements about digital rights management (DRM) is true|b. DRM technologies were developed with strict regard for privacy protection.

QN=386 Which of the following is true about the scope of business ethics?|a. The scope of business ethics has expanded to encompass the nature and quality of the

QN=387 Which of the following statements about the rights to privacy and free speech is not|c. The Internet has destroyed the right to privacy.

QN=388 All of the following are ways to use the Internet to find information about an individual|a. Stealing the individual’s computer.

QN=389 A domain name is:|b. intangible property protected by law

QN=390 The least effective method to protect against pop-up ads and their risk is:|b. Minimizing the pop-up window.

QN=391 All of the following statements apply to hate Web sites EXCEPT:|d. The intent of most hate Web sites is to commit fraud.

QN=392 A legally binding contract requires a few basic elements. Which of the following is not|c. agreement

QN=393 Examples of electronic signatures to help distinguish between legitimate and fraud|d. a Web site development agreement

1. An extranet uses private data lines to connect several intranets.| False

2. A business using B2C business model trades with other businesses.| False

3. An e-marketplace does not have to be centered around a physical location.| True

4. A company that sells products directly to the end consumer is considered a B2C firm.| True

5. Social networks connect people with specific interests.| True

6. An intranet is a private network that uses Internet protocols.| True

7. E-business refers to selling goods and services.| False

8. Affiliate marketing refers to using banner advertisements to bring customers to your site.| False

9. The membership business model gives members discounts when they make purchases.| True

10. EC is primarily an IT field, it is not interdisciplinary.| False

11. MySpace is an example of a B2B site.| False

12. A revenue model describes how a company will generate profits.| True

13. Lower prices on products is not a consumer benefit of EC.| False

14. A portal is an Internet gateway to a large variety of information and services.| True

15. Lack of consumer confidence in EC security is a limitation of EC.| True

1. The three functions of a market include: matching buyers and sellers, facilitating transactions and institutional infrastructure.| True

2. Marketspaces are defined by their physical locations.| False

3. In a marketspace, some goods can be digitized.| True

4. The Internet ecosystem refers to animals and plants discussed online.| False

5. When choosing between two identical goods, customers will always choose the lowest price.| False

6. Intermediaries help to decrease contracting risk in marketspaces.| True

7. Ordering using EC benefits buyers, but not sellers.| False

8. Electronic cash is not an important part of EC.| False

9. Mobile commerce refers to transactions made using wireless devices.| True

10. An auction is characterized by the competitive nature by which the final price is reached.| True

11. Bargaining power of suppliers is not one of Porter's five forces.| False

12. Rivalry among existing competitors is one of Porter's five forces.| True

13. Increasing self service is a benefit of EC.| True

14. Virtual manufacturing involves pretending you are creating something.| False

15. The time required for negotiation online is the same for all products because of the use of intelligent agents.| False

1. Digital goods are also referred to as hard goods.| False

2. Shopbots are tools that rate businesses based on multiple criteria.| False

3. Paying a yearly fee to access Salon.com's articles is an example of a subscription business mod| True

4. A pure-play e-tailer dedicates the majority of their capital to online sales, with offline sales lagging behind.| False

5. A niche e-tailer may be able to support an online effort that may not have enough customers in any particular local market.| True

6. Direct marketing attempts to bring customers into local stores.| False

7. On-demand delivery services usually rely on third party shipping agents (like UPS).| False

8. Virtual travel agents offer only a small subset of the services provided by a traditional travel agent.| False

9. Most online travel agents do not offer real travel bargains.| True

10. Some Web sites allow buyers to purchase travel at a deep discount if it is purchased at the last minute.| True

11. The electronic job market has increased the number of individuals who advertise their availability.| True

12. Job seekers can both reply to ads and post their information on several online recruiting sites.| True

13. Online trading and investing in stocks is one of the fastest growing areas of EC.| True

14. Online banking is purely an expense for banks, it offers no advantage other than to retain current customers.| False

15. Online publishing only seeks to digitize materials that have traditionally been available in print.| False

1. Individual buyers are more important than organizational buyers.| False

2. A consumer who purchases an item for a business can be described as an organizational buyer.| False

3. Companies that sell to intermediaries do not care about the final customer's satisfaction.| False

4. Someone being influenced by friends is an example of a social environment variable.| True

5. The most cited reason for not purchasing online is price.| False

6. The person who first suggests a purchase is the Initiator.| True

7. Customer loyalty is the most significant contributor to profitability.| True

8. Learning agent technology is a nonintrusive way to personalize web content by watching a user's actions.| True

9. Market segmentation increases the size of the group you are selling to.| False

10. Psychographic segmentation involves dividing customers based on where they live.| False

11. Conducting research online is not always ideal, because the demographics of Internet users are not the same as the general population.| True

12. Intelligent agents are capable of more sophisticated tasks than search engines.| True

13. Merchant brokering agents help users decide which product to purchase.| False

14. Negotiation agents are most commonly used in a B2B setting.| True

15. Online market research is generally less expensive than traditional market research.| True

#Company ABC sells a variety of products on its Web site to the highest bidder. What type of business model are they using? |Online auction

#Company XYZ helps individuals sell products to other individuals and takes a small commission on each sale. What EC classification do they fit? |C2C

#Which of the following is a virtual organization? |Two companies combine resources to market a new product. They know this product can only be sold for the next 3 months.

#Customization allows companies to: |Produce a large number of individualized products.

#Which of the following is not a limitation of EC? |Customers now have nearly unlimited bandwidth.

#Company XYZ sells products to individuals. What EC classification do they fit? |B2C

#Which of the following is not an attribute of a corporate portal? |The public uses this portal to access the Internet.

#Which of the following is a limitation of EC? |Special network and hardware requirements

#Which of the following is a benefit of EC? |Individuals can telecommute more easily

#EC reduces cycle time in all of the following ways except: |Customer satisfaction.

#Why is B2C generally less attractive than B2B? |Channel conflict

#Company XYZ helps individuals exchange digital products. What EC classification do they fit? |P2P

#Company ABC has several divisions that have created private resources that can be accessed using Internet protocols. The company is now going to link these resources together. What type of network is being described? |Extranet

#Company XYZ sells a variety of products on its Web site. What type of business model are they using? |E-tailing

#Association ABC helps its members get discounts on the purchases by buying in bulk. What type of business model are they using? |Group purchasing

#Which of the following is not the function of a market? |Ensuring profits of brokers

#Which of the following is an intermediary? |Computer system that matches buyers with "Goods Wanted" to seller with "Goods for Sale"

#Lowering a customer's search cost allows them to: |Research more items to find the best price.

#In what way does mobile computing not help organizations? |Costs of hardware are increasing

#Which of the following is not a disadvantage of paper catalogs? |Portability

#What is NOT one of Porter's Five Forces? |Effects of EC Systems

#Why would a merchant want to customize products? |To charge a higher price

#A Web site offering content created by a third party transparently to customers is an example of: |Syndication.

#Which is an example of reintermediation? |Using a salesperson to negotiate a large, complex agreement

#Which of the following is not a limitation of traditional auctions? |Duration of sale

#An item is offered with a minimum bid. The winner pays the exact price of his bid. What type of auction is being described? |Forward auction

#The bidder details exactly what they are willing to pay. The Seller accepts or rejects the price. What type of auction is being described? |Name-your-own-price auction

#Which of the following is not a benefit of auctions to sellers? |Entertainment

#What three factors facilitate online negotiations? |Voice over IP systems

#Which of the following is a limitation of auctions? |Potential for fraud

#Jeff wants to purchase online, but is concerned about a company's privacy policy. What online purchase decision aid should he use? |Trust verification site

#Trust verification sites evaluate a business's trustworthiness. How comprehensive is this evaluation? |Moderate, generally verification indicates a trustworthy user.

#Which type of shopping software agent learns a user's preferences over time? |Learning agent

#Which of the following is an example of a general purpose pure-play e-tailer? |Store A does not have a physical location and sells a variety of products.

#Which of the following is not a typical service provided by online travel agents? |True bargains on airfare cost

#Which of the following is not a change in the travel industry created by online travel agents? |Higher total trip cost due to lost services

#Which of the following is the most serious strategic threat to traditional travel agents? |Intelligent software agents

#Which of the following is not a driver in the electronic job market? |Size of labor market

#Which of the following is not one of the advantages of the electronic job market for employees? |Lack of Internet users

#Which of the following is not a benefit of using the Internet to aid real estate transactions? |Online services eliminate the need to visit houses

#Which of the following companies does not trade stocks online? |Priceline.com

#Which of the following is not a capability of home banking? |Print new checks online

#Which of the following is not an advantage of online banking? |Personal interaction with staff

#What is the likely effect on intermediation of the following market events: aggregation, complex search requirements, and new markets? |Cybermediation

#Content created by a publisher that must be read using a computer or similar handheld device is an example of what type of digital publishing? |E-book

#Which of the following is not an organizational buyer? |Student purchasing school supplies

#Which of the following is not a part of the EC Consumer Behavior Model? |Decider variables

#Which of the following is not an environmental variable in EC purchasing? |Climate variables

#What are the two most cited reasons for not purchasing online? |Security and quality assessment

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Rich play? |Buyer

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Janice play? |Buyer

#A Web site asks users to fill out a questionnaire about themselves. The Web site then personalizes to the user and makes recommendations. What type of personalization is being used? |Rule-based filtering

#Which of the following is the most popular online customer service tool? |E-mail

#Web mining hopes to accomplish all of the following except: |Determine characteristics of specific users.

#Mark is using an intelligent agent to help him determine which CD to purchase. What type of agent is he using? |Product brokering

#Julie is using an intelligent agent to help her find the best price on a CD she would like to purchase. What type of agent is she using? |Merchant brokering

#What is not a benefit of an FAQ? |The answers can change dynamically based on the questions.

#Which of the following advertising methods involves the use of games? |Advergaming

#What is the proper order for the steps in market research? |Problem Definition, Research Methodology, Data Collection and Analysis, Results and Recommendation

#Which is not a characteristic of permission marketing? |Spamming

# Dell’s cornerstone business model is based on the concept of: | build-to-order which allows customers to configure their own customized systems.

# \_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the buying and selling of goods and services; servicing of customers; collaborating with business partners; and conducting electronic transactions within an organization. | E-business

# EC can take several forms depending on the degree of digitization of the following three dimensions: | the product or service sold, the process, and the delivery method.

# Purely physical companies are referred to as \_\_\_\_\_\_\_\_\_\_\_\_ companies, whereas companies that are engaged only in EC are considered \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ companies. | brick-and-mortar; virtual

# The ways in which EC is done include: | the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine.

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are systems where only routine transaction processing and information flow take place between two or more organizations using a standard protocol, such as electronic data interchange (EDI). | Interorganizational information systems

# A business such as Apple Computers making online transactions with its trading partners is an example of: | B2B

# EC applications are supported by infrastructure and by each of the following support areas EXCEPT: | Mobile devices

# Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | corporate portals

# A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is \_\_\_\_\_\_\_\_\_\_\_. | Electronic data interchange

# Challenges that Boeing faced with its global collaboration for the design and assembly process of its new Dreamliner passenger plane included each of the following EXCEPT: | Lag time

# A large number of EC companies, especially e-tailing and B2B ones, failed from 1999 to 2005 for each of the following reasons EXCEPT: | The companies failed to register with search engines, such as Google.

# \_\_\_\_\_\_\_\_ refers to the second-generation of Internet-based services that let people collaborate and share information online in new ways, such as social networks and wikis. | Web 2.0

# Which of the following is not a characteristic of the Digital Revolution? | Many business processes are expedited by up to 50 percent.

# Because the rate of change and the level of uncertainty are expected to accelerate, organizations are | operating under increasing pressures to produce more products, faster, and with fewer resources.

# According to the Business Environment Impact Model, \_\_\_\_\_\_\_\_\_\_\_ provide support to organizations’ activities and to actual performance, countering business pressures. | EC and IT

# A \_\_\_\_\_\_\_\_\_\_\_\_ is a company’s method of doing business to generate revenue to sustain itself. | business model

# According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, companies receive commissions for referring customers to others’ EC Web sites. | affiliate fees

# According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, customers page a fixed amount, usually monthly, to receive some type of service. | subscription fees

# Large private organizational buyers and government agencies make large-volume or large-value purchases through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, also known as reverse auctions. | electronic tendering systems

# According to the \_\_\_\_\_\_\_\_\_\_\_\_\_ model, an organization can increase brand awareness or even generate sales by Web-based word-of-mouth marketing or promoting a product or service to other people. | viral marketing

# Online group purchasing organizations are known as: | e-co-ops

# Major barriers to EC include all of the following EXCEPT: | lack of technology

# Which of the following is a technological limitation of EC? | Order fulfillment requirements of large-scale B2C.

# A job opening in the Sales Department posted on the company's Intranet by the Human Resources Department is an example of: | B2E

# Boeing designing a product together with a business partner is this type of interaction: | Collaborative Commerce

# A corporation uses the Internal Revenue Service's Web site to learn how to pay its estimated quarterly income taxes. This is an example of: | G2B

# The second-generation of Internet-based services that lets people collaborate and share information online is known as Web 2.0. An example of this is: | blogging

# The digital enterprise shifts the focus from managing individual information resources such as devices, applications, and data to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that define the business and ultimately deliver value to customers and end users.| orchestrating the services and workflows

# Many companies employ a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which is a gateway for customers, employees, and partners to reach corporate information and to communicate with the company. | corporate portal

# Fundamentally, the success of the pure-play jewelry e-tailer Blue Nile was due to the company’s use of Internet technologies to: | offer lower prices than competitors

# Traditional and electronic markets have three main functions, which include each of the following EXCEPT: | transforming raw materials into finished products.

# Digital products have different cost curves than those of regular products because: | in digitization, most of the costs are fixed, and variable costs are very low.

# The portion of an e-seller’s business processes through which customers interact, including the seller’s portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway is referred to as the \_\_\_\_\_\_\_\_\_\_\_\_\_ of the business. | front end

# All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is termed the\_\_\_\_\_\_\_ of the business.| back end

# The major \_\_\_\_\_\_\_\_\_\_ e-marketplaces are storefronts and Internet malls. | B2C

# An electronic storefront includes several mechanisms that are necessary for conducting the sale. The most common mechanisms include each of the following EXCEPT: | a supply chain

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are online markets owned and operated by a single company and may be either sell-side or buy-side. | Private e-marketplaces

# A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is a single point of access through a Web browser to help users find relevant and accurate business information and reduce information overload. | information portal

# Finding relevant and accurate information is often time-consuming and requires access to multiple systems causing organizations to lose a lot of productive employee time. One solution to this problem is the use of: | portals.

# A type of broker that helps consumers compare different stores is a: | shopping facilitator.

# Human or electronic intermediaries attempt to address each of the following limitations of direct interaction EXCEPT: | product distribution.

# The elimination of various types of agents that mediate between buyers and sellers, such as travel and insurance agents, is referred to as: | disintermediation

# A mode is purchasing where prices are negotiated or discounted is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which refers to nonfixed prices, such as those in auctions or stock markets. | dynamic pricing

# Although used occasionally in B2C commerce, customized catalogs are especially useful in B2B e-commerce for each of the following reasons EXCEPT: | Intranets, in particular, can deliver customized catalogs to different business customers.

# To be successful and useful, large e-catalogs need a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | search engine

# A \_\_\_\_\_\_\_\_\_\_\_\_ has capabilities that can be used to perform routine tasks that require intelligence such as providing customers with assistance based on their movements on a Web site. | software agent

# Popular search engines include all of the following EXCEPT: | MSN

# A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop.| electronic shopping cart

# The most common and traditional form of auctions in which one seller entertains bids from many buyers is referred to as: | forward auctions

# An auction in which there is one buyer and many potential sellers; or in which a buyer places an item for bid on an RFQ system and the lowest bid wins is referred to as all of the following EXCEPT: | forward auctions.

# What is a benefit of e-auctions to sellers? | The optimal price is determined by the market.

# Organizations are embracing mobilized computing technologies for several reasons EXCEPT: | Wireless security problems have been solved with encryption.

# EC competition is very intense because online transactions enable each of the following EXCEPT: | Higher prices because of a greater number of potential buyers.

# Which of the following statements about differentiation and personalization is not correct? | Products must be differentiated for perfect competition.

# It can be said that competition between companies is being replaced by competition between | networks

# The Internet has influenced industry structures in each of the following ways EXCEPT: | Increases differences among competitors whose offerings are kept proprietary.

# Impacts of e-marketplaces on B2C direct marketing include all of the following EXCEPT: | Brand images for new companies have become more difficult to establish.

# One of the major benefits of e-markets is the improvement in supply chains with the creation of a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | hub-based chain

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_ provides customers with exactly what they want, when and where they want it. Effective communication between the supply chain and the factory floor is needed to make it happen | Demand-driven manufacturing

# Amazon.com experienced all of the following EXCEPT: | The company’s financial success has been assured.

# According to data from eMarketer, approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shop online and/or research offline-sales online. | three in four Internet users age 14 and over

# All of the following categories have already been selling well online EXCEPT: | new cars

# Important trends in B2C EC include all of the following EXCEPT: | the Internet will influence approximately 25 percent of all retail sales by 2010.

# With all else being equal in the online environment, goods with any of the following product characteristics are expected to facilitate greater online sales EXCEPT: | Relatively expensive items.

# Marketing that takes place without the help of intermediaries is called: | direct marketing.

# Dell's strategy is best described as: | direct marketing from a manufacturer.

# A company that creates and manages many-to-many markets is called a: | market maker.

# In an e-market, Federal Express is an example of a(n): | service provider.

# All of the following are potential sources of revenue for online independent travel agents EXCEPT: | direct marketing revenues.

# Which of the following is true of virtual banks? | Virtual banks have no physical location

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are customers who are willing to shop online because they dislike going to grocery stores. | Shopping avoiders

# \_\_\_\_\_\_\_\_\_\_\_\_\_ are extremely busy customers willing to shop online in order to free up time.| Leading edgers

# \_\_\_\_\_\_\_\_\_\_\_\_\_ are extremely busy customers willing to shop online in order to free up time. | Leading edgers

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are those who are young and comfortable with technology | New technologists

# All of the following are examples of interactive entertainment EXCEPT: | purchasing theatre tickets online.

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are gateways to storefronts and e-malls. | Shopping portals

# Software tools that scout the Web for stores that sell similar items at low prices are called: | Shopbots.

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are sites that evaluate and verify the trustworthiness of e-tailers | Trust verification sites

# The TRUSTe seal is an example of: | a trustmark.

# Charles wants to buy a John Lennon lithograph over the Internet, but he is unwilling to pay for it until he inspects it to ascertain authenticity. The auction site through which he purchases the painting agrees to hold his money until he tells them to release it to the seller. This is an example of: | an escrow service.

# A software agent that surveys user's reading interests, then uses machine learning to find new Web pages and news articles using neural-network-based collaborative filtering technology is called: | a learning agent.

# A traditional brick-and-mortar store with a mature Web site uses a click-and-mortar strategy to do all of the following EXCEPT: | reduce refunds and exchanges.

# The original click-and-mortar strategy used by Toys R Us failed, as did the original toy venture of Amazon.com. Afterwards, Toys R Us sold toys online through Amazon.com. This is an example of: | an alliance of a pure-player with a traditional retailer.

# DeFreshFish has been in business for ten years selling custom fishing lures to local fishermen through its store in a shopping mall. The company's owners are considering opening a Web site and selling their products internationally. One new risk they will face in going from a brick-and-mortar strategy to a click-and-mortar strategy is: | the risk associated with trying to comply with conflicting rules and regulations in many different locales.

# The single factor that will determine which intermediaries continue to exist and which are replaced is: | the addition of value-added services by the intermediary

# An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of: | personalization.

# According to the EC consumer behavior model, personal characteristics and environmental characteristics are classified as: | independent variables

# The major environmental variables influencing EC purchasing are: | social, cultural, community, regulatory, political, and legal.

# Pricing, technical support, and logistics support are several of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that can be controlled by EC vendors and sellers | intervening variables

# Because online buyer’s decisions depend on numerous independent and intervening variables, decisions made by customers are classified as: | dependent variables

# Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the \_\_\_\_\_\_\_\_\_\_ stage of the EC purchase decision-making process. | need identification

# Marketing and advertising approaches has evolved from mass marketing to market segmentation to one-to-one marketing. This evolution occurred because: | the Internet enabled companies to better communicate with customers and understand their needs and buying habits.

# The core of the ?new marketing model? consists of: | customer relationships.

# Personalization and user profiling strategies include each of the following EXCEPT: | Segmenting the market based on demographics.

# The two key factors limiting the use of personalization to more precisely target marketing efforts to individual customers are: | privacy and trust issues.

# By increasing customer loyalty, EC companies can achieve each of the following benefits EXCEPT: | lower resistance to competitors.

# What has been the impact of the introduction of EC on customer loyalty in general? | Loyalty has decreased because of customers’ ability to shop, compare, and shift vendors.

# According to research, customer satisfaction with an Internet store: | drops dramatically when certain Web site features fail to perform properly, such as the content’s reliability, loading speed, or usefulness.

# Issues related to trust in EC include all of the following EXCEPT: | As a result of trust-transference programs through portal affiliation, seal of approval programs, online shopping communities, and customer endorsements, customers are fully confident in online purchasing transactions.

# Procter & Gamble (P&G) used the Internet in the new product development of Whitestrips, a teeth-brightening product. Based on this experience, P&G: | reduced the time-to-market from concept to market launch by approximately two years.

# All of the following are correct about market research methods EXCEPT: | Direct mail marketing methods are usually cost-effective.

# Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_\_\_\_\_\_\_ market segmentation. | psychographic

# To avoid getting false information from participants of online surveys, marketers learn about customers by observing their behavior using each of the following EXCEPT: | Data mining to analyze clickstream data.

# According to Inmon, B2C clickstream data can reveal information each of the following EXCEPT: | What goods the customer wanted to but could not find.

# Web analytics and mining tools and services: | offer advanced functions that help marketers decide which products to promote, and merchandisers achieve a better understanding of the nature of demand.

# Once a company knows a consumer’s preferences, the company can predict, without asking the consumer directly, what other products or services that consumer might enjoy through | collaborative filtering

# Limitations of online research methods are all of the following EXCEPT: | E-mail surveys have the lowest response rate.

# Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by adding new customers or products include all of the following EXCEPT: |through direct mail campaigns

# The Internet introduced the concept of \_\_\_\_\_\_\_\_\_\_\_\_\_\_, which has enabled marketers and advertisers to interact or communicate directly with customers and consumers can interact with marketers/advertisers. |interactive marketing

# The term \_\_\_\_\_\_\_\_\_\_\_ refers to the number of times users call up a page that has a banner on it during a specific period.| ad view

# The major disadvantage of banners is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.. |their cost

# A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a type of pop-up ad that appears after a user clicks a link and remains while content is loading to capture the user’s attention for a short time, either as a promotion or a lead-in to the site’s homepage or to advertise a product or a service. |interstitial

# The risks of e-mail advertising management include all of the following EXCEPT: |measuring e-mail advertising effectiveness

# A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an HTML coding statement that describes the content of a Web page and is used by search engines to index the site’s content so that it can be found. |meta-tag

# Advertising in chat rooms, blogs, or social networks can achieve each of the following EXCEPT: |They improve a company’s search engine ranking.

# \_\_\_\_\_\_\_\_\_\_\_ is an advertising strategy that uses word-of-mouth marketing in which customers promote a product or service by telling others about it. |Viral marketing

# Key business drivers for B2B are all of the following EXCEPT: |the willingness of companies to incur higher costs to improve collaboration.

# B2B transactions that involve communication, design, planning, information sharing, and activites beyond financial transactions among business partners is referred to as \_\_\_\_\_\_\_\_\_\_\_\_. |collaborative commerce

# With \_\_\_\_\_\_\_\_\_\_, a business sells to a business but delivers small quantities to customers of the buying business.|B2B2C

# A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is an online third party that brokers B2B transactions between a buyer and seller. |intermediary

# The purchase of goods and services as they are needed, usually at prevailing market prices is referred to as: |spot buying

# Purchases of goods and services based on long-term contracts is referred to as. |strategic sourcing

# \_\_\_\_\_\_\_\_\_\_\_\_ can be supported more effectively and efficiently through direct buyer–seller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges. |Strategic purchases

# What are the two types of materials and supplies that are traded in B2B? |Direct and indirect.

# Nonproduction materials such as equipment and tools that support production are called:|indirect materials

# Indirect materials are typically used in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ activities. |maintenance, repair, and operation (MRO)

# The \_\_\_\_\_\_\_\_\_\_\_\_\_ consists of a number of interrelated subprocesses that extend from the acquisition of materials from suppliers to packaging it and moving it to distributors and retailers. |supply chain

# Companies that use an intermediary to do their buying and selling tend to be: |low on supply chain power and low on buying/selling capabilities

# The major B2B services include each of the following EXCEPT: |Retail

# Which of the following is not one of the major benefits of B2B? |Enables customized online catalogs with the same prices for different customers.

# \_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when B2B eliminates a distributor or a retailer.|Disintermediation

# In a sell-side e-marketplace, a business sells products and services to business customers, frequently over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |an extranet.

# Companies will usually separate B2C orders from B2B orders because B2C and B2B orders have different \_\_\_\_\_\_\_\_\_\_\_\_\_.|order-fulfillment processes and different pricing models

# By using the Internet and automatic-response software agents, GE reduced the cost of customer service calls from $5.00 per call when done by phone to \_\_\_\_\_\_ per electronically answered call. |$0.20

# Some of the benefits of a(n) \_\_\_\_\_\_\_\_\_\_\_ are that distributors can check inventory, make transactions, and look up the status of their orders significantly reducing the number of phone calls, e-mails, and incorrect product shipments.

# In selling directly, manufacturers may encounter a similar problem to that of B2C, namely \_\_\_\_\_\_\_\_\_\_\_ with the regular distributors, including corporate dealers. |channel conflict

# One of the major problems facing direct sellers is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.|how to find buyers

# The Cisco Connection Online (CCO) Web site receives over 2 million hits per month for technical assistance, ordering, order checking, or software downloads. This online service had been so well received that nearly \_\_\_\_\_\_\_\_\_ percent of all customer service inquiries and \_\_\_\_\_\_\_\_\_ percent of software updates are delivered online. |85 / 95

# Companies use \_\_\_\_\_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to easily dispose of excess, obsolete, and returned products. |forward auctions

# Benefits of using a third-party hosting company for conducting B2B auctions instead of developing an auction site in-house include all of the following EXCEPT: |Time-to-market of several weeks.

# A company-based acquisition site that uses e-procurement methods such as reverse auctions, negotiations, or group purchasing, to overcome the manual searching of e-stores and e-malls is referred to as a(n): |buy-side e-marketplace

# Benefits of e-procurement over traditional procurement methods include all of the following EXCEPT:|Increasing the skill requirements and training needs of purchasing agents.

# Major implementation challenges that companies must consider when planning e-procurement initiatives include all of the following EXCEPT: |Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes.

# Because conducting reverse auctions in B2B can be a fairly complex process, a(n) \_\_\_\_\_\_\_\_ may be essential.|third-party intermediary

# The aggregation of suppliers’ catalogs on the buyer’s server to make it easier to centralize and control all procurement is called a(n):|internal procurement marketplace

# In general, the benefits of contract-management software include all of the following EXCEPT:|Reduces contract-related risks.

# Software that helps integrate different types of information systems among collaborating companies is called:| middleware.

# Collaborative workflow applications:|address project-oriented and collaborative processes.

# Software applications that address project management concerns are examples of:|collaborations workflow applications.

# The steps required to approve an expense report is an example of:|administrative workflow applications

# When large suppliers or buyers are involved, a workflow system:|is needed for both the collaborative efforts and for supply chain and production

# Corporations are moving their phone systems to|VoIP

# The primary benefits of workflow management systems include all of the following EXCEPT:|increased data security.

# means that the communication and collaboration are done in real|Synchronous

# Group ware is appropriate in all of the following situations EXCEPT:|for people working on different tasks or projects

# The purpose of CPFR is to:|ensure that members of the supply chain will have the right amount of raw

# All of the following are types of communication and collaboration done in real time EXCEPT:|blogging

# The growth in electronic meeting systems has been driven by all of the following EXCEPT:|Shorter cycle times.

# All of the following apply to instant video EXCEPT:|The highest quality approach is to add video cameras to the participants’ computers.

# All of the following are examples of e-government EXCEPT:|a company sells army and navy surplus supplies at auction over the Internet.

# The exclusively online publication of Stephen King’s e-book Riding the Bullet in March 2000:|as disrupted by hackers who breached security, then distributed free copies of the book

# The tasks if KM include each of the following EXCEPT:|restricting knowledge access to prevent its transfer between individuals <393>

# Risks in corporate blogging include all of the following EXCEPT:|the risk of disciplinary action against abusive bloggers

# An example of G2C is:|a driver applies for and pays for the renewal of his auto tag online.

# are a popular online publishing technology for creating a Web page that|Wikis

# A type of e-book referred to as the is a truly multimedia, online-only book that has hyperlinks, three-dimensional text and display, graphics, audio, and video. It supports non linear exploration of topics| rubics-cube hyperlink book

# Chaplin reports quarterly sales revenue from his business to city hall over the Internet. He pays his local business tax with a credit card. This is an example of:|G2B e-commerce

# A podcast is distinguished from other digital audio formats by:|its ability to be downloaded automatically, using software capable of reading feed formats such as RSS

# A government agency uses an online reverse auction to satisfy the tendering system requirements specified by law. This is an example of:|e-Procurement

# Government-to-employee applications can lead to significant efficiency improvements for all of the reasons EXCEPT:|Most government employees use handheld digital devices.

# Which of the following is an example of edutainment?|an online game that uses colorful characters to teach young children about

# One of the most important issues in implementing e-government is:|its adoption and usage by citizens.

# All of the following are advantages of e-learning EXCEPT:|college professors are anxious to develop new online courses.

# All of the following are problems in implementing e-Government EXCEPT:|the technology needed to implement stage 6 of the Deloitte transformation process does not exist yet

# All of the following are potential drawbacks of e-learning EXCEPT:|knowledge retention is lower than in traditional classrooms.

# Most universities use e-learning:|as a supplementary channel to traditional classrooms.

# Knowledge is of limited value if:|it is not shared

# Knowledge generated in e-business contributes to the enhancement of three core operating process, which include all of the following EXCEPT:|project management

# The business forces that are driving the transition from traditional education to online learning are all of the following EXCEPT:|limited supply of faculty with specialized expertise.

# One of the facilitators of e-learning is technology such as wikipedia.org.|Web 2.0

# More and more people are willing to pay for digital music, as shown by the success of .|c. Apple’s iTunes

# is the electronic delivery of newspapers, magazines, books, videos,music, and other digitizable information over the Internet.|Online publishing

# is commonly used to broadcast public lectures and e-seminars, promote the work of new or unknown musicians, and broadcast international entertainment activities|Webcasting

# The primary advantage that e-books offer publishers is:|lower production, marketing, and delivery costs.

# Which of the following statements about blogs is not true?|Blogs are limited to one-way communication.

# A major purpose of an organizational knowledge base is to support and allow .|knowledge sharing

# involves using various computer-based tools and techniques to analyze transaction data and generate new ideas.|Knowledge creation

# Customer-to-customer (C2C) e-commerce is conducted in various ways on the Internet,but the best-known C2C activities are:|C2C auctions

# P2P systems have all of the following key characteristics EXCEPT:|The overall system is well integrated, but lacks tools for easy creation of content or for adding functionalities.

# M-commerce transactions and activities require and|hardware and software infrastructures; infrastructure support

# Infrastructures that support the wireless connection are:network access points, mobile communications server switches, and cellular transmitters and receivers.

# Components of a wireless infrastructure that support delivery of services over a wireless connection are:|WAP gateways, GPS locators, and GPS satellites.

# Characteristics of mobile devices that create special requirements that hardware and software designers need to anticipate when designing mobile computing systems include all of the following EXCEPT:|broad bandwidth

# The exchange of updated information with other computing devices is called:|synchronization

# A suite of network protocols designed to enable different kinds of wireless devices is called:|Wireless Application Protocol.

# The application logic in a handheld PDA, smart phone, Palm or Wintel notebook is called:|a mobile application user interface.

# enables the determination of the location of an enabled device.|GPS

# Rick sends a message from a delayed flight to his friend on her cell phone that he will be arriving late. The service that allows the sending and receiving of such short text messages on mobile phones is called:|SMS

# Micropayments are electronic payments:|c. that are less than $10.00.

# Infrastructures that sua. pport the wireless connection are:|a. network access points, mobile communications server switches, and cellular transmitters and receivers.

# The IEEE standard offers bandwidth transfer rates of 200 to 540 Mbps, which makes it impractical because it exceeds the limits of most broadband connections used by homes and small businesses|802.11n

# Most WLANs run on a telecommunications standard known as , which is more commonly called .|IEEE 802.11; Wi-Fi

# A is suitable for mobile users who need to make very short-range device-to-device wireless connections within a small space, such as a single room, and most commonly with Bluetooth.|personal area network

# All of the following about wireless wide area networks (WWAN) are true EXCEPT:|The single WWAN network standard insures compatibility of handsets within and between countries.

# The major attributes that enable development of new applications that are possible only in a mobile environment include all of the following EXCEPT:|Security

# As in e-commerce, m-commerce B2C applications are concentrated in each of the following areas EXCEPT:|c. telecommunications

# Mobile access supports the two functions of sales force mobilization and field service, which extends the reach of to both employees and business partners on a 24/7 basis to any place where recipients are located.|customer relationship management <442>

# One way to share information with supply chain partners is wireless , which is the science of measuring physical phenomena such as temperature, volume, or an on/off condition at a remote point and transmitting the value to a distant recorder or observer.|telemetry

# The development of m-commerce is being driven by the following technological, business, social, and economic factors EXCEPT:|The transition to a manufacturing economy.

# One initiative underway that could lead to widespread support for the introduction of RFID is the , which identifies the manufacturer, producer, version, and serial number of|Electronic Product Code

# The major enterprise mobile applications are all of the following EXCEPT:|research and development

# By enabling sales force employees to record orders in real time, the organization benefits through each of the following EXCEPT:|more extensive collaboration and sharing of customer leads.

# refers to the integration of computers and wireless communications in order to improve information flow|telematics

# All of the following about RFID are true EXCEPT:|an RFID tag can hold 20 times the amount of information a bar code can hold..100 feet

# All of the following are barriers to location-based m-commerce EXCEPT:|There are presently not enough location-based systems to make this a viable technology.

# The services provided through location-based m-commerce focus on key factors which include all of the following EXCEPT:|Geocaching, or determining the topography of an area.

# You are walking near a coffee shop and suddenly your cell phone beeps with a message: “Come inside and get a free biscotti with any purchase.” This is an example of:|location-based advertising

# Many experts believe that the next major step in the evolution of computing will be \_\_\_\_\_\_\_\_\_\_\_\_\_ in which almost every object will have processing power and a wired or wireless connection to a network.|pervasive computing

# Auctions are all of the following EXCEPT:|They are suitable for most consumer goods.

# Dynamic pricing refers to :|prices that are determined by market forces.

# The process of building auction applications is complex for all of the following reasons EXCEPT:|auctions must provide payment systems

# Two purposes of a types of auctions are liquidation and market efficiency|one seller, many potential buyers

# The auction model is popular in B2B.|one-buyer, one-seller

# Reverse auctions are a type of auctions.|one buyer, many potential sellers

# The “name-your own-price” model pioneered by Priceline.com is a type of auction.|one buyer, many potential sellers

# Auctions done in exchanges or double auctions are auctions.|many buyers, many sellers

# Jackie uses a software system to place bids automatically on her behalf until her predetermined maximum price is reached. The software bids in such a way as to minimize the final bid. This is referred to as:|proxy bidding

# Bidders sometimes use phantom bidders to drive bid prices up rapidly at the beginning of an auction, thus discouraging bidding from legitimate bidders. At the last minute, the phantom bidders pull out, which awards the item to a very low bidding customer. This practice is called:|bid shielding

# A(n) takes place between sellers and buyers in one industry or for one commodity, such as flowers, cars, or cattle.|vertical auction

# All of the following are potential benefits from auctions to sellers EXCEPT:|sellers are always anonymous.

# In electronic auctions, near-perfect market information is available about prices, products, current supply and demand, and so on. This feature provides benefits to .|buyers and sellers

# Benefits of electronics auctions (e-auctions) to sellers include all of the following EXCEPT:|Anonymity

# refers to the tendency of customers to stay at Web sites longer and|Stickiness

# Research has shown that e-commerce sites that use an auction model tend to:|reach critical mass more quickly than catalog-order-based.

# the limitations of mobile auctions are all of the following EXCEPT:|Internet cell phones are less private than a PC <498: more private>

# The practice by sellers of having associates place fake bids in an auction as a way to drive up the selling price is called:|shilling.

# The first step in the auction process is:|searching and comparing.

# Compared to competitive markets, auction prices are often when there are multiple bidders.|higher

# Compared to competitive markets, auction prices are often when there are very few bidders.|lower

# Many auction sites are implementing because of the significant increase in the number of users who browse the Internet wirelessly.|m-commerce applications

# The most serious disadvantage of e-auctions is:|the risk of fraud.

# Each of the following is true about auction rules EXCEPT:|rules eliminate conflicts with existing distributors and distribution

# A major shortcoming with authentication services is:|two different authenticators may come up with different opinions regarding the authenticity and description of a given item.

# John wants to know if the first edition novel he just purchased through an e-auction is actually a first edition. The auction host helps him locate an expert that will him whether the novel is a genuine first edition or a fake. This is an example of:|authentication

# Many companies use intermediaries or trading assistants instead of implementing e-auctions themselves for each of the following reasons EXCEPT:|To avoid tax and legal fees.

# Each of the following is one of the three major categories of auction rules EXCEPT:|timing rules

# The incidence of online fraud and identify theft has increased for each of the following reasons except:|New effective phishing scams and schemes being carried out by computer experts.

# Cyber cons have a negative effect on EC because|defending against these cons and compensating for damages significantly increase the costs of EC.

# The key reasons why EC criminals cannot be stopped include each of the following except:|Sophisticated hackers use browsers to crack into Web sites.

# It is currently known that if a front-end application such as a Web site is effectively secured, then|the data itself may not be secure because the application may not function as planned.

# A vulnerability|is a weakness in software or other mechanisms that a hacker can use directly to gain access to a system or network.

# The underlying reasons why a comprehensive EC security strategy is needed include all of the following except:|Managers treating EC security as a process.

# The protection of information systems against unauthorized access to or modification of information that is stored, processed, or being sent over a network is referred to as .|Information assurance.

# The success and security of EC depends on the of information and the business Web site.|confidentiality, integrity, and availability

# The basic security concepts relating to customers and other users are:|authentication, authorization, and nonrepudiation.

# Digital signatures or digital certificates:|a and b

# The most cost-effective approach to EC security is to develop and implement a strategy that|proactively meets regulatory, financial, marketing and operational requirements.

# To be effective, an acceptable use policy (AUP) needs|to inform all users of their responsibilities when using company networks, computer equipment, wireless devices, and customer data.

# Which of the following statements about hardware and software security defenses is false?|Hardware and software security defenses protect against irresponsible business practices or corrupt management.

# Social engineering attacks are:|take advantage of Web 2.0 applications like social networking sites, blogs, wikis and RSS feeds.

# A technique known as web page hijacking|enables a malicious Web master to displace the pages of an EC Web site in the Search Engine Results Pages (SERPS) to redirect customers to another site.

# A botnet is:|a coordinated network of computers that can scan for and compromise other computers and launch DOS attacks.

# Public key infrastructure (PKI) is an authentication method|that has become the cornerstone for secure e-payments and intranet applications.

# Access to a network ought to be based on:|the policy of least privilege where access to network resources are blocked and permitted only when needed to conduct business.

# Which of the following does not correctly describe what firewalls protect against?|Macros are the electronic equivalent of junk mail.

# Firewalls that filter requests from the Internet to a private network based on the IP address of the computer sending or receiving those requests are called:|packet-filtering routers.

# All of the following are important security functions of proxy servers except:|They improve network performance.

# The advantages of virtual private networks (VPN) for data communications include all of the following except:|They ensure the confidentiality and integrity of the data transmitted over the Internet without requiring encyption.

# A host-based intrusion detection system (IDS):|Resides on the server that is being monitored where it can detect whether critical or security-related files have been tampered with or whether a user has attempted to access files that he or she is not authorized to use.

# Factors that come into play in determining whether a particular method of e-payment achieves critical mass include all of the following EXCEPT:|full traceability of the buyers.

# A card that draws the payment amount directly from the user’s checking account is called a(n):|debit card

# The process of determining whether a card is active and whether the customer has sufficient funds for the purchase is called:|authorization.

# The transfer of money from the buyer’s to the seller’s account is called:|settlement.

# are financial institutions that provides a customer with a payment card.|Issuing banks

# provide connectivity among merchants, customers, and financial networks enabling authorization and payments is called the:|Payment processing services

# Each of the following are ways to pay bills over the Internet EXCEPT:|customer service provider.

# From the perspective of the billing firm, all of the following are advantages of e-billing EXCEPT:|universal availability.

# From the perspective of the customer, all of the following are advantages of e-billing EXCEPT:|greater security than other types of payments.

# Characteristics of 13213 payments include all of the following EXCEPT:|They require less rigor and security than 132C payments.|They require less rigor and security than 132C payments.

# B2B payments are part of a much larger financial supply chain that includes all of the following EXCEPT:|financial reporting.

# In financial supply chain management, the goal is to optimize all of the following EXCEPT:|the physical supply chain

# Unlike the physical supply chain, characterize the financial supply chains of most companies.|inefficiencies

# The vast majority of B2B payments are:|still made by paper check.

# The process by which companies present invoices and make payments to one another through the Internet is known as:|enterprise invoice presentment and payment.

# For many firms, presentment and payment processes are all of the following EXCEPT:|secure.

# The implementation of most EC applications requires the use of all of the following support services EXCEPT:|manufacturing

# Most EC applications are based on that begin with an order, frequently a order.|pull operations; customized

# Packing, delivery, accounting and logistics are examples of:|back-office operations.

# Customer-facing activities or are activities, such as advertising and order taking, that are visible to customers.|front-office operations.

# The Council of Supply Chain Management Professionals defines as “the process of planning, implementing, and controlling the efficient and effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements.”|logistics.

# A typical EC fulfillment process involves all of the following activities EXCEPT:|Just-in-time inventory management.

# The administrative activities of order taking and fulfillment involve all of the following activities EXCEPT:|accounts payable.

# The major difference between e-logistics and traditional logistics is:|traditional logistics deals with movement of large amounts of materials to a few destinations.

# The inability to deliver products on time is a typical problem:|in both off-line and e-commerce.

# are a major source of uncertainty in supply chains.|Demand forecasts

# Solutions to problems in the supply chain for EC companies are:|generic across both EC and traditional companies.

# Automated warehouses for 132C companies are designed:|to facilitate the delivery of small quantities of product to a very large number of customers.

# The second most often cited reason for customers not buying on the Web is:|the lack of a good return mechanism.

# recognizes that are the core of a business and that a company’s success depends on effectively managing its relationships with them.|Customer relationship management; customers

# Data analytics are a valuable tool because it can provide all of the following EXCEPT:|financial reporting

# For companies, it may be even more important to change strategies quickly.|pure play

# Capabilities of the Internet that have made it more difficult for companies to capture profits include all of the following EXCEPT:|The Internet makes it easier to make secure payments.

# Projections of the business technological, political, economic, and other environmentsare called:|forecasts.

# All of the following are elements of a company’s strategy EXCEPT:|day-to-day operations.

# All of the following about the strategic planning process are true EXCEPT:|The strategic planning process begins with strategy formulation.

# A specific outcome of the strategy initiation phase is the , which includes the vision, mission, value proposition, goals, capabilities, constraints, strengths, and weaknesses of the company.|company analysis

# Google’s is its expertise in information search technology.|core competency

# is the process of making the selected applications and projects a reality by hiring staff; purchasing equipment; licensing, purchasing, or writing software; and contracting vendors.|Project management

# An analytical tool in which a company looks for points of differentiation between competitors and itself is called:|competitor analysis grid

# is the continuous evaluation of progress toward the organization’s strategic goals, resulting in corrective action and, if necessary, strategy reformulation.|strategy assessment

# All of the following are situations when a business plan should be done EXCEPT:|When an existing business is deploying a CRM system.

# Which of the following about business plans and business cases is NOT correct?|The audiences are the same—senior management and the board or directors.

# The most efficient way to expand an organization’s scope is:|to introduce new products or services into new or existing markets without increasing production facilities or staff.

# Separating a company’s online operations into a new company makes sense in each of the following situations EXCEPT:|when the company is unable to form new alliances, attract new talent, or raise additional funding.

# The most dangerous risk to a company engaged in e-commerce is:|business risk.

# All of the following determine the degree of collaboration between off-line and online|the pricing strategy.

# Internet technologies can provide consumers with easier access to pricing information, which increases their bargaining power. To remain competitive and profitable, sellers need smarter pricing strategies, which include all of the following strategies EXCEPT:|reducing prices.

# A is a form of business alliance composed of several business partners that share the costs and resources for the development or production of a product or service.|virtual corporation

# The most important objectives of strategic assessment are all of the following EXCEPT:|Identify what competitors are doing to avoid head-on competition.

# To defend against unethical and illegal business tactics that exploit EC operations, Google, MSN Search, and Yahoo have turned to all of the following aggressive measures except:|Implemented honeypots.

# Having control over the collection, storage, and dissemination of personal information is included in the category of:|privacy

# A decision by a judge that may be used as a standard in similar cases that follow is referred to as:|legal precedent

# Critics of political spam are against its use because they believe that:|all spam is a nuisance, clogs mail servers, and creates security risks

# Due process is|a guarantee of basic fairness and fair procedures in legal action.

# Property rights relevant to e-commerce include all of the following EXCEPT:|The right to bring criminal charges against a violator.

# Intellectual property law is the area of law that is associated with each of the following EXCEPT:|business contracts.

# Which of the following is true about copyrights?|The entertainment industry, led primarily by the Motion Picture Association of America (MPAA) and RIAA, is trying technical solutions via the legal system to protect its interests.

# Each of the following statements about digital rights management (DRM) is true EXCEPT:|DRM technologies were developed with strict regard for privacy protection.

# Which of the following is true about the scope of business ethics?|The scope of business ethics has expanded to encompass the nature and quality of the relationships with shareholders, customers, business partners, suppliers, the community, environment, and future generations.

# Which of the following statements about the rights to privacy andfree speech is not correct?|The Internet has destroyed the right to privacy.

# All of the following are ways to use the Internet to find information about an individual EXCEPT:|Stealing the individual’s computer.

# A domain name is:|intangible property protected by law

# The least effective method to protect against pop-up ads and their risk is:|Minimizing the pop-up window.

# All of the following statements apply to hate Web sites EXCEPT:|The intent of most hate Web sites is to commit fraud.

# A legally binding contract requires a few basic elements. Which of the following is not one of those elements?|agreement

# Examples of electronic signatures to help distinguish between legitimate and fraud transactions include all of the following EXCEPT:|a Web site development agreement

#\_\_\_\_\_\_\_\_\_\_\_\_\_ are a popular online publishing technology for creating a Web page that can be edited by anyone with a standard Web browser | Wikis

#All of the following are examples of e-government EXCEPT: | a company sells army and navy surplus supplies at auction over the Internet.

#An example of G2C is: | a driver applies for and pays for the renewal of his auto tag online.

#Chaplin reports quarterly sales revenue from his business to city hall over the Internet. He pays his local business tax with a credit card. This is an example of: | G2B e-commerce

#A government agency uses an online reverse auction to satisfy the tendering system requirements specified by law. This is an example of:|e-Procurement

#Government-to-employee applications can lead to significant efficiency improvements for all of the reasons EXCEPT: | Most government employees use handheld digital devices.

#All of the following are problems in implementing e-Government EXCEPT: | the technology needed to implement stage 6 of the Deloitte transformation process does not exist yet.

#One of the most important issues in implementing e-government is: |its adoption and usage by citizens.

#All of the following are advantages of e-learning EXCEPT: | college professors are anxious to develop new online courses.

#All of the following are potential drawbacks of e-learning EXCEPT: | knowledge retention is lower than in traditional classrooms.

#The business forces that are driving the transition from traditional education to online learning are all of the following EXCEPT: | limited supply of faculty with specialized expertise.

#Which of the following is an example of edutainment? | An online game that uses colorful characters to teach young children about numbers

#One of the facilitators of e-learning is \_\_\_\_\_\_\_\_\_\_\_ technology such as wikipedia.org.| Web 2.0

#\_\_\_\_\_\_\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos, music, and other digitizable information over the Internet. | Online publishing

#ore and more people are willing to pay for digital music, as shown by the success of \_\_\_\_\_\_\_\_ | Apple’s iTunes

#\_\_\_\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars, promote the work of new or unknown musicians, and broadcast international entertainment activities | Webcasting

#A podcast is distinguished from other digital audio formats by: | its ability to be downloaded automatically, using software capable of reading feed formats such as RSS

#The exclusively online publication of Stephen King's e-book Riding the Bullet in March 2000 | as disrupted by hackers who breached security, then distributed free copies of the book.

#A type of e-book referred to as the \_\_\_\_\_\_\_\_\_\_\_\_ is a truly multimedia, online-only book that has hyperlinks, three-dimensional text and display, graphics, audio, and video. It supports nonlinear exploration of topics | Rubics-cube hyperlink book

#The primary advantage that e-books offer publishers is: | lower production, marketing, and delivery costs.

#Which of the following statements about blogs is not true? | Blogs are limited to one-way communication

#Risks in corporate blogging include all of the following EXCEPT: | the risk of disciplinary action against abusive bloggers.

#A major purpose of an organizational knowledge base is to support and allow \_\_\_\_\_\_\_\_\_\_\_ | knowledge sharing

#The tasks of KM include each of the following EXCEPT | restricting knowledge access to prevent its transfer between individuals.

#Knowledge is of limited value if:| it is not shared

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves using various computer-based tools and techniques to analyze transaction data and generate new ideas | Knowledge creation

#Knowledge generated in e-business contributes to the enhancement of three core operating processes, which include all of the following EXCEPT | project management

#ustomer-to-customer (C2C) e-commerce is conducted in various ways on the Internet, but the best-known C2C activities are: | C2C auctions\

#P2P systems have all of the following key characteristics EXCEPT: | The overall system is well integrated, but lacks tools for easy creation of content or for adding functionalities.

#Before the Internet, the trading process for raw and partially processed chemicals, plastics, and fuel oil was each of the following EXCEPT | disintermediated

#ChemConnect is an example of a successful e-exchange with | many buyers and many sellers.

#A third party that operates an exchange and in many cases, also owns the exchange is known as a(n) | market maker

#In the context of EC, \_\_\_\_\_\_\_\_\_\_\_\_ are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners | exchanges

#From 2001 to 2006, a majority of e-exchanges: | folded due to a lack of customers, cash, or both.

#An exchange whose members are in one industry or industry segment and that trades only in materials/services unique for that industry is referred to as a(n): | vertical exchange

#An exchange that handles materials used by companies in different industries is referred to as a(n) | horizontal exchange

#Light bulbs and office supplies might be purchased in a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by both an automaker and a steelmaker. | horizontal exchange

#In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the prices are usually dynamic and are based on changes in supply and demand. | spot sourcing

#In \_\_\_\_\_\_\_\_\_, the prices are usually negotiated or fixed. | strategic sourcing

#Spot sourcing of direct materials takes place: | in vertical exchanges

#In spot-sourcing, prices are: | dynamic and set based on supply and demand.

#In an exchange where plastic components are bought and sold, the market maker collects money from the buyer, and releases it to the seller once successful delivery is completed. This is an example of: | transaction facilitation.

#In an exchange where plastic components are bought and sold, the market maker purchases a new server that will be used to conduct auctions. This is an example of: | maintaining exchange infrastructure.

#A market maker evaluates an exchange between a buyer in the United States and a seller in Spain to ensure that import laws for the U.S. are followed. This is an example of the market maker: | maintaining exchange policies and infrastructure

#In the consortia model: | several industry players come together to establish the exchange for the benefit of all.

#The exchange model in which a third party sets up the exchange and promises to run it efficiently and without bias is called the: | neutral entrepreneur model.

#An exchange charges an annual fee of $25,000 for all parties who want to trade in the exchange. The revenue model in use by this exchange is the: | membership fee model.

#A market maker charges a percentage on every buy and sell made in the exchange. The revenue model in place in this exchange is the: | transaction fee model.

#A market maker bills a buyer for reviewing several seller contracts and making a recommendation on what to buy and from whom. The revenue model being used in this example is the: | fee for service model

#All of the following are potential sources of revenue for an exchange EXCEPT: | shipping and handling fees.

#When membership fees are the basis for revenue generation in an e-exchange, it has been shown that: | low membership fees often result in losses to the exchange,; however, high fees discourage participation.

#The concept of liquidity for a B2B exchange is the: | number of buyers and sellers in a market.

#The exchange model in which RFQs are aggregated then linked to a pool of suppliers who are notified automatically of the RFQ is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ model. | buyer aggregation

#Markets in which several large sellers sell to a large number of buyers are called: | seller-concentrated markets.

#Attracting large business sellers to public exchanges is often difficult for all of the following reasons EXCEPT: | advertising costs in public exchanges are very expensive.

#In dealing with exchange members, the management of the exchange should: | make certain that the exchange is neutral in its dealings with all members.

#The most attractive industries for a vertical exchange are characterized by: | many fragmented buyers and sellers

#Brand building is important in B2B exchanges because: | it is easy for exchange members to change to another exchange.

#Using tunneling technology to improve security of communication over the Internet is called: | virtual private network (VPN)

#A company’s internal operations and its relationships with suppliers and other business partners are frequently: | as complex as customer-facing applications such as taking an order online.

#For a manufacturer, the supply chain ends: | when the product is used up and disposed of.

#The use of Web technologies to manage warehousing and transportation processes is called: | e-logistics

#The e-SCM process that includes integrated production and distribution processes is | supply chain replenishment.

#The last fifteen orders from a manufacturer to its suppliers range from $100,000 to $8,740,000. This is an example of: | the bullwhip effect.

#B2B systems which are used for communication, design, planning, information sharing, and information discovery are called: | collaborative commerce.

#All of the following would be considered c-commerce EXCEPT | aggregating catalogs on a central server

#RFID can provide immediate, short-term, and long-term value to organizations. An example of immediate value from RFID is when: | an RFID tag tells inventory control every time a roll of wire moves out of the warehouse and onto the factory floor.

#A major block in the widespread implementation of collaborative commerce is: | the lack of universally accepted standards.

#Wal-Mart and Levi Strauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of: | CPFR.

#The purpose of CPFR is to: | ensure that members of the supply chain will have the right amount of raw materials and finished goods when they need them

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a business strategy that enables manufacturers to control and share product-related data as part of product design and development efforts. | Product lifecycle management

#All of the following are true about product lifecycle management (PLM) EXCEPT: | The demand for PLM in limited because it does not apply to products that have short life cycles or are complex.

#Today, many business experts agree with each of the following EXCEPT: | Supply chain integration has reduced the intensity of competition in most industries.

#When planning, designing and implementing integrated supply chain operations, management requires a holistic focus that takes account all of the following primary factors EXCEPT: | location and revenues

#Software that helps integrate different types of information systems among collaborating companies is called: | middleware

#Collaborative workflow applications: |\*address project-oriented and collaborative processes

#Software applications that address project management concerns are examples of: |\*collaborations workflow applications.

#Addressing mission-critical, high-volume transaction processes is the goal of: |\*production workflow applications

#The steps required to approve an expense report is an example of: |\*administrative workflow applications.

#\_\_\_\_\_\_\_\_\_\_\_\_\_ is the transfer of documents and computer files while videoconferencing |\*Data conferencing

#The primary benefits of workflow management systems include all of the following EXCEPT: |\*increased data security.

#When large suppliers or buyers are involved, a workflow system: |\*is needed for both the collaborative efforts and for supply chain and production improvements

#Groupware is appropriate in all of the following situations EXCEPT: |\*For people working on different tasks or projects.

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that the communication and collaboration are done in real time |\*Synchronous

#All of the following are types of communication and collaboration done in real time EXCEPT: |\*blogging

#The growth in electronic meeting systems has been driven by all of the following EXCEPT: |\*Shorter cycle times

#The major benefit of group decision support systems is: |\*in conducting virtual meetings |\*in conducting virtual meetings

#Corporations are moving their phone systems to \_\_\_\_\_\_\_\_\_\_ to cut costs and boost efficiency. |VoIP

#All of the following apply to instant video EXCEPT: |The highest quality approach is to add video cameras to the participants’ computers.

#M-commerce transactions and activities require \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | hardware and software infrastructures; infrastructure support

#Infrastructures that support the wireless connection are: | network access points, mobile communications server switches, and cellular transmitters and receivers.

#Components of a wireless infrastructure that support delivery of services over a wireless connection are: | WAP gateways, GPS locators, and GPS satellites.

#Characteristics of mobile devices that create special requirements that hardware and software designers need to anticipate when designing mobile computing systems include all of the following EXCEPT:| broad bandwidth

#The exchange of updated information with other computing devices is called: | synchronization.

#A suite of network protocols designed to enable different kinds of wireless devices is called: | Wireless Application Protocol.

#The application logic in a handheld PDA, smart phone, Palm or Wintel notebook is called: | a mobile application user interface.

#\_\_\_\_\_\_\_\_\_\_ enables the determination of the location of an enabled device. | GPS

#Rick sends a message from a delayed flight to his friend on her cell phone that he will be arriving late. The service that allows the sending and receiving of such short text messages on mobile phones is called | SMS

#Micropayments are electronic payments: | that are less than $10.00

#A \_\_\_\_\_\_\_\_\_\_\_ is suitable for mobile users who need to make very short-range device-to-device wireless connections within a small space, such as a single room, and most commonly with Bluetooth | personal area network

#ost WLANs run on a telecommunications standard known as \_\_\_\_\_\_\_\_\_\_\_\_, which is more commonly called \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | IEEE 802.11; Wi-Fi

#The IEEE standard \_\_\_\_\_\_\_\_\_\_\_ offers bandwidth transfer rates of 200 to 540 Mbps, which makes it impractical because it exceeds the limits of most broadband connections used by homes and small businesses | 802.11n

#All of the following about wireless wide area networks (WWAN) are true EXCEPT: | The single WWAN network standard insures compatibility of handsets within and between countries

#The major attributes that enable development of new applications that are possible only in a mobile environment include all of the following EXCEPT: | Security

#The development of m-commerce is being driven by the following technological, business, social, and economic factors EXCEPT:| The transition to a manufacturing economy.

#As in e-commerce, m-commerce B2C applications are concentrated in each of the following areas EXCEPT| telecommunications

#The major enterprise mobile applications are all of the following EXCEPT: | research and development

#By enabling sales force employees to record orders in real time, the organization benefits through each of the following EXCEPT: | more extensive collaboration and sharing of customer leads.

#Mobile access supports the two functions of sales force mobilization and field service, which extends the reach of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to both employees and business partners on a 24/7 basis to any place where recipients are located | customer relationship management

#One way to share information with supply chain partners is wireless \_\_\_\_\_\_\_\_\_, which is the science of measuring physical phenomena such as temperature, volume, or an on/off condition at a remote point and transmitting the value to a distant recorder or observer | telemetry

#WiMax and 3G wireless mobile technologies offer telemedicine application opportunities that include all of the following EXCEPT | Reduced threat of malpractice suits because there is no hands-on interaction between the remote physician and the patient.

#All of the following are barriers to location-based m-commerce EXCEPT: | There are presently not enough location-based systems to make this a viable technology.

#The services provided through location-based m-commerce focus on key factors which include all of the following EXCEPT: | Geocaching, or determining the topography of an area

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a computer system capable of integrating, storing, editing, analyzing, sharing, and displaying spatial information | geographical information system

#You are walking near a coffee shop and suddenly your cell phone beeps with a message: “Come inside and get a free biscotti with any purchase.” This is an example of: | location-based advertising

#\_\_\_\_\_\_\_\_\_\_\_ refers to the integration of computers and wireless communications in order to improve information flow | Telematics

#Many experts believe that the next major step in the evolution of computing will be \_\_\_\_\_\_\_\_\_\_\_\_\_ in which almost every object will have processing power and a wired or wireless connection to a network. | pervasive computing

#All of the following about RFID are true EXCEPT: | An RFID tag can hold 20 times the amount of information a bar code can hold, and the tag can be read through cardboard, wood, and plastic at a range of up to 100 feet.

#One initiative underway that could lead to widespread support for the introduction of RFID is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which identifies the manufacturer, producer, version, and serial number of each item and does not require line-of-sight contact to be read | Electronic Product Code

#Auctions are all of the following EXCEPT: | They are suitable for most consumer goods

#Dynamic pricing refers to : | prices that are determined by market forces.

#\_\_\_\_\_\_\_\_\_\_ work best with many buyers and many sellers. | Dynamic exchanges

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auction model is popular in B2B | one-buyer, one-seller

#Two purposes of a type of \_\_\_\_\_\_\_\_\_\_\_\_\_ auctions are liquidation and market efficiency. | one seller, many potential buyers

#Reverse auctions are a type of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auctions | one buyer, many potential sellers

#The “name-your own-price” model pioneered by Priceline.com is a type of \_\_\_\_\_\_\_\_\_\_\_ auction | one buyer, many potential sellers

#Auctions done in exchanges or double auctions are \_\_\_\_\_\_\_\_\_\_\_\_ auctions | many buyers, many sellers

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ takes place between sellers and buyers in one industry or for one commodity, such as flowers, cars, or cattle | vertical auction

#All of the following are potential benefits from auctions to sellers EXCEPT | sellers are always anonymous.

#In electronic auctions, near-perfect market information is available about prices, products, current supply and demand, and so on. This feature provides benefits to\_\_\_\_\_\_\_\_\_\_\_. | buyers and sellers

#Benefits of electronics auctions (e-auctions) to sellers include all of the following EXCEPT: | Anonymity

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the tendency of customers to stay at Web sites longer and come back more often. | Stickiness

#Limitations of e-auctions include all of the following EXCEPT: | Dynamic pricing

#Research has shown that e-commerce sites that use an auction model tend to: | reach critical mass more quickly than catalog-order-based

#The first step in the auction process is: | searching and comparing

#Jackie uses a software system to place bids automatically on her behalf until her predetermined maximum price is reached. The software bids in such a way as to minimize the final bid. This is referred to as | proxy bidding

#Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are multiple bidders | higher

#Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are very few bidders | lower

#The most serious disadvantage of e-auctions is: | the risk of fraud

#The practice by sellers of having associates place fake bids in an auction as a way to drive up the selling price is called | shilling

#Bidders sometimes use phantom bidders to drive bid prices up rapidly at the beginning of an auction, thus discouraging bidding from legitimate bidders. At the last minute, the phantom bidders pull out, which awards the item to a very low bidding customer. This practice is called | bid shielding

#John wants to know if the first edition novel he just purchased through an e-auction is actually a first edition. The auction host helps him locate an expert that will tell him whether the novel is a genuine first edition or a fake. This is an example of | authentication.

# A major shortcoming with authentication services is: | two different authenticators may come up with different opinions regarding the authenticity and description of a given item

#Many companies use intermediaries or trading assistants instead of implementing e-auctions themselves for each of the following reasons EXCEPT: | To avoid tax and legal fees

#Each of the following is one of the three major categories of auction rules EXCEPT | timing rules

#Each of the following is true about auction rules EXCEPT | Rules eliminate conflicts with existing distributors and distribution channels.

#The process of building auction applications is complex for all of the following reasons EXCEPT | auctions must provide payment systems

#Many auction sites are implementing \_\_\_\_\_\_\_\_\_\_\_\_\_\_ because of the significant increase in the number of users who browse the Internet wirelessly | m-commerce applications

#The limitations of mobile auctions are all of the following EXCEPT | Internet cell phones are less private than a PC

# The incidence of online fraud and identify theft has increased for each of the following reasons except:|New effective phishing scams and schemes being carried out by computer experts

#Cyber cons have a negative effect on EC because |defending against these cons and compensating for damages significantly increase the costs of EC

#The U.S. agencies dedicated to eliminating fraud resulting from phishing and crimeware are: |The High-Tech Crime Network, Anti-Phishing Working Group, and Federal Trade Commission

#\_\_\_\_\_\_\_\_\_\_\_ is a crimeware technique used to steal the identity of target companies to get the identities of their customers. |Phishing.

#Where do a huge majority, possibly as high as 95 percent, of hackers reside? |Turkey, China, Romania, or Brazil.

# The key reasons why EC criminals cannot be stopped include each of the following except: |Sophisticated hackers use browsers to crack into Web sites.

#It is currently known that if a front-end application such as a Web site is effectively secured, then |the data itself may not be secure because the application may not function as planned.

#A vulnerability |is a weakness in software or other mechanisms that a hacker can use directly to gain access to a system or network

#The underlying reasons why a comprehensive EC security strategy is needed include all of the following except: |Managers treating EC security as a process.

#The protection of information systems against unauthorized access to or modification of information that is stored, processed, or being sent over a network is referred to as \_\_\_\_\_\_\_\_. |Information assurance.

#The success and security of EC depends on the \_\_\_\_\_\_\_\_\_\_ of information and the business Web site |confidentiality, integrity, and availability

#The basic security concepts relating to customers and other users are |authentication, authorization, and nonrepudiation.

#Digital signatures or digital certificates: |a and b

#The most cost-effective approach to EC security is to develop and implement a strategy that |proactively meets regulatory, financial, marketing and operational requirements.

#To be effective, an acceptable use policy (AUP) needs |to inform all users of their responsibilities when using company networks, computer equipment, wireless devices, and customer data.

#In 2005, human error was responsible for almost \_\_\_\_\_\_\_ percent information security breaches in organizations | 60

#Which of the following statements about hardware and software security defenses is false? |Hardware and software security defenses protect against irresponsible business practices or corrupt management. #Social engineering attacks are: |take advantage of Web 2.0 applications like social networking sites, blogs, wikis and RSS feeds.

#A technique known as web page hijacking |enables a malicious Web master to displace the pages of an EC Web site in the Search Engine Results Pages (SERPS) to redirect customers to another site.

#A botnet is: |a coordinated network of computers that can scan for and compromise other computers and launch DOS attacks.

#Which technologies are designed and used to secure EC communications across a network? |Access control lists, tokens, passwords, and biometric systems

#Public key infrastructure (PKI) is an authentication method |hat has become the cornerstone for secure e-payments and intranet applications.

#Secure Socket Layer (SSL), which is also known as Transport Layer Security (TLS): |is one of the major generally accepted protocols for securing e-commerce used by Microsoft and Netscape.

# Access to a network ought to be based on: | the policy of least privilege where access to network resources are blocked and permitted only when needed to conduct business.

#Which of the following does not correctly describe what firewalls protect against? | Macros are the electronic equivalent of junk mail

#Firewalls that filter requests from the Internet to a private network based on the IP address of the computer sending or receiving those requests are called | packet-filtering routers.

#All of the following are important security functions of proxy servers except: | They improve network performance

#The advantages of virtual private networks (VPN) for data communications include all of the following except | They ensure the confidentiality and integrity of the data transmitted over the Internet without requiring encyption.

#A host-based intrusion detection system (IDS): | Resides on the server that is being monitored where it can detect whether critical or security-related files have been tampered with or whether a user has attempted to access files that he or she is not authorized to use.

#In the United States, which the federal laws place legal limits on monitoring activity? | The Wiretap Act and the Pen Register, Trap, and Trace Devices statute

#Factors that come into play in determining whether a particular method of e-payment achieves critical mass include all of the following EXCEPT: | full traceability of the buyers.

# A card that draws the payment amount directly from the user’s checking account is called a(n): | debit card

#A payment card that provides the holder with credit to make purchases up to a limit fixed by the card company and charges relatively high interest rates on unpaid balances is the: | credit card.

#The process of determining whether a card is active and whether the customer has sufficient funds for the purchase is called: | authorization.

#The transfer of money from the buyer’s to the seller’s account is called: | settlement.

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_ offer Internet Merchant Accounts, which are special accounts for credit card authorization and payment processing. | Acquiring banks

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are financial institutions that provides a customer with a payment card. | Issuing banks

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provide connectivity among merchants, customers, and financial networks enabling authorization and payments is called the: | Payment processing services

#\_\_\_\_\_\_\_\_\_\_\_\_\_ are small online payments typically under US$10: | E-micropayments

#An advantage of e-checks is that they: | fit current business practices, and so require little process reengineering.

#The nationwide batch-oriented electronic funds transfer system that provides for interbank clearing of electronic payments for participating financial institutions is called the: | Automated Clearinghouse Network.

#Each of the following are ways to pay bills over the Internet EXCEPT: | customer service provider.

#From the perspective of the billing firm, all of the following are advantages of e-billing EXCEPT: | universal availability

#From the perspective of the customer, all of the following are advantages of e-billing EXCEPT: | greater security than other types of payments

#Characteristics of B2B payments include all of the following EXCEPT:| They require less rigor and security than B2C payments.

#B2B payments are part of a much larger financial supply chain that includes all of the following EXCEPT | financial reporting.

#In financial supply chain management, the goal is to optimize all of the following EXCEPT: | the physical supply chain

#Unlike the physical supply chain, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ characterize the financial supply chains of most companies. | inefficiencies

#The vast majority of B2B payments are: | still made by paper check

#Barriers inhibiting B2B electronic payment include all of the following EXCEPT: | strict standard formats for remittance information.

# The process by which companies present invoices and make payments to one another through the Internet is known as | enterprise invoice presentment and payment.

#For many firms, presentment and payment processes are all of the following EXCEPT | secure

# According to a survey by Credit Research Foundation, the major reasons companies turn to EIPP solutions are all of the following EXCEPT: | elimination of billing disputes

#\_\_\_\_\_\_\_\_\_\_\_\_ is an EIPP many-to-many model with a third party acting as an intermediary, collecting or aggregating invoices from multiple sellers and payments from multiple buyers. | Consolidator

#Among the forms of online B2B payments, \_\_\_\_\_\_\_\_\_\_\_\_\_ is second only to ACH in terms of frequency of use. | Fedwire, or wire transfe

#All of the following are advantages of using purchase cards EXCEPT: | they are widely accepted in international trade.

#In global trade, a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a written agreement by a bank to pay the seller, on account of the buyer, a sum of money upon presentation of certain documents. | letter of credit

#All of the following are benefits of letters of credit (LCs) EXCEPT: | LCs are cheap and easy to establish.

#The current Internet sales tax moratorium in the United States applies to: | all sales made over the Internet if the seller has no physical presence in the state where the buyer lives.

#Many B2C and B2B businesses rely on specialized third-party software and services to calculate the taxes associated with a sale because: | of the complexities.

#For \_\_\_\_\_\_\_\_\_\_\_\_\_ companies, it may be even more important to change strategies quickly. | pure play

#Capabilities of the Internet that have made it more difficult for companies to capture profits include all of the following EXCEPT: | The Internet makes it easier to make secure payments.

#Projections of the business technological, political, economic, and other environments are called | forecasts.

#The unique combination of resources, experiences, and expertise within a particular firm is called their: | core competencies

#All of the following are elements of a company’s strategy EXCEPT: | day-to-day operations

#All of the following about the strategic planning process are true EXCEPT: | The strategic planning process begins with strategy formulation

#A specific outcome of the strategy initiation phase is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which includes the vision, mission, value proposition, goals, capabilities, constraints, strengths, and weaknesses of the company. | company analysis

# A specific outcome of the strategy initiation phase is a clear statement of the company’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which summarizes the customer segment, competitor target, and the core differentiation of one’s product from the offerings of competitors. | value proposition

#Google’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is its expertise in information search technology. | core competency

#Many of the outcomes from the first two phases of the strategic planning process, such as a determination of goals, competitor analysis, strategic opportunities, and risk analysis come together in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | business plan

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of making the selected applications and projects a reality by hiring staff; purchasing equipment; licensing, purchasing, or writing software; and contracting vendors. | Project management

# An analytical tool in which a company looks for points of differentiation between competitors and itself is called:| competitor analysis grid

#\_\_\_\_\_\_\_\_\_\_\_\_\_ is the continuous evaluation of progress toward the organization’s strategic goals, resulting in corrective action and, if necessary, strategy reformulation. | Strategy assessment

#A management tool that assesses organizational progress toward strategic goals by measuring performance in a number of different area is | balanced scorecard

#After four years in business, a magazine publisher decides to add the online distribution of its magazine to its existing traditional publishing business. The company would need to develop a: | business case.

#All of the following are situations when a business plan should be done EXCEPT: | When an existing business is deploying a CRM system.

#Which of the following about business plans and business cases is NOT correct? | The audiences are the same—senior management and the board or directors.

#The risks of being a first mover include all of the following EXCEPT | the risk that the move will be too late.

#Factors that determine whether a first mover succeeds or fails in the EC marketplace include all of the following EXCEPT: | the speed of market entry

# The most efficient way to expand an organization’s scope is: | to introduce new products or services into new or existing markets without increasing production facilities or staff.

#Separating a company’s online operations into a new company makes sense in each of the following situations EXCEPT: | when the company is unable to form new alliances, attract new talent, or raise additional funding

#Rite Aid, a click-and mortar firm, enhanced its EC future by: | Buying an equity stake in a existing EC company.

#Incorrect approaches to EC strategy selection include all of the following EXCEPT: | using a late-mover strategy.

# The most dangerous risk to a company engaged in e-commerce is: | business risk.

#All of the following determine the degree of collaboration between off-line and online activities in a business EXCEPT: | the pricing strategy

#The \_\_\_\_\_\_\_\_\_\_\_\_\_ pricing strategy means adding up all the costs involved, such as material, labor, rent, overhead, and so forth, and adding a percentage mark-up as profit. | cost-plus

#Internet technologies can provide consumers with easier access to pricing information, which increases their bargaining power. To remain competitive and profitable, sellers need smarter pricing strategies, which include all of the following strategies EXCEPT: | reducing prices

#Implementing EC often requires significant investments in infrastructure. Therefore, a good way to start is to undertake \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | one or a few small EC pilot projects

#A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a form of business alliance composed of several business partners that share the costs and resources for the development or production of a product or service. | virtual corporation

#The most important objectives of strategic assessment are all of the following EXCEPT: | Identify what competitors are doing to avoid head-on competition.

#CIOs need to effectively communicate the value of proposed EC projects in order to gain approval for all of the following reasons EXCEPT: | Demand for expanding or initiating e-business projects is no longer strong so there are fewer requests for funding.

# One basic way to categorize different EC investments is to distinguish between investments in infrastructure and investment in specific EC applications because benefits from infrastructure investments: | are made for the long-term.

# The basic reasons that companies invest in IT and EC are all of the following EXCEPT: | to justify new marketing campaigns

#Not all EC investments need to be formally justified. All of the following are cases where formal evaluation may not be needed EXCEPT: | When competitors have made that type of investment

#Metrics are used to describe all of the following EXCEPT: | standards.

#Productivity benefits from using EC are difficult to measure because: | EC gains in certain areas of the company may be offset by losses in other areas.

# The relationship between EC investment and organizational performance is: | indirect.

#EC costs and benefits can be classified into two broad categories: | tangible and intangible

#The New York Metropolitan Transit Authority (MTA) did not need to open another airport for almost two decades, even though air traffic had tripled because of productivity gains derived from improved IT systems. IT systems added by the MTA played critical roles in ticket reservations, passenger and luggage check-in, crew assignment and scheduling, runway maintenance and management, and gate assignments. This case illustrates that: |Intangible benefits can be complex, yet substantial

#An important category of intangible benefits is \_\_\_\_\_\_\_\_\_\_\_\_ factors that include comfort to employees, impact on the physical environment, changes to the power distribution in an organization, and preventing invasion of the privacy of employees and customers. | social subsystem

# In B2C, an example of a tangible EC metric from the buyer’s perspective is: | cost/price of the product.

#For Governments, an example of an intangible EC metric is: | reelection of candidates

#The major steps in the process of justifying large-scale EC and IT projects include all of the following EXCEPT: | Be careful not to over-estimate cost and under-estimate benefits (a tendency of many managers)

#Types of costs and cost issues that need to be considered in justifying EC investments include all of the following EXCEPT: | opportunity costs.

#Traditional methods for evaluating EC investments include all of the following EXCEPT: | Discount rate

#Dan Welch, who owns three World Cup Coffee shops in Portland, Oregon, estimates that his free Wi-Fi network has added 10 percent to his overall revenue. Welch credits Wi-Fi consumers with spending three times as much on food compared with the average consumer. This is an example of: |business ROI

# Pouilly’s Poodle Shop wants to produce monthly cash flows from its Internet Doggie-Cam investment. The most appropriate method for assessing this investment is: | Internal rate of return (IRR).

#By calculating the difference between TCO and TBO, one can compute the \_\_\_\_\_\_\_\_ of an IT investment. |Payoff

# The disadvantage of the NPV method for evaluating EC and IT is: | it is difficult to compare projects of unequal lifes pans or sizes

#The following direct metrics indicate progress in e-procurement EXCEPT: | reduced inventory costs.

#Justifying information security projects: | should be done because employee security training is usually poorly done

#The average-cost curve (AVC) of physical products and digital products: | are different because the AVC of digital products declines as quantity increases forming a L-shape, while the AVC of physical products is U-shaped.

# When computing agency cost, companies should consider | only production-related costs and ignore transaction costs.

#Transaction costs include all of the following EXCEPT: |Production costs incurred for labor and overhead.

#McAfee allows users of its VirusScan virus-detection software to automatically update the latest security patches online. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to attract customers who value this automatic update. | product or service differentiation.

# A Web-based seller of CDs carefully monitors the prices charged by its competitors for identical products. This company has the ability to change a given price within three minutes in response to changes by competitors. This is an example of EC: | agility.

# All of the following are critical success factors (CSFs) of the Old Economy EXCEPT: |Create new partnerships, stay with core competency.

#As a company moves to incorporate an online presence with its traditional brick-and-mortar operation, it adds the costs related to training for all personnel in the capabilities of the EC system and a new advertising campaign to announce its new site to the costs directly associated with building the new Web presence. In this case, training and advertising are examples of: | complementary investments.

#One of the strengths of EC is the ease with which its adopters can reach a global population of consumers. However, EC-driven businesses must consider the critical elements affecting the value of EC across cultures. Those elements include all of the following EXCEPT |delivery delays

#All of the following apply to EC in developing economies EXCEPT: | Developing economies struggle with various issues that create too many business and technology risks to justify investment in those economies at this time.

#Dell’s cornerstone business model is based on the concept of: | build-to-order which allows customers to configure their own customized systems

#build-to-order which allows customers to configure their own customized systems | E-business

#EC can take several forms depending on the degree of digitization of the following | the product or service sold, the process, and the delivery method

#Purely physical companies are referred to as companies, whereas | brick-and-mortar; virtual

#The ways in which EC is done include: | the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine

# are systems where only routine transaction processing and

#EC applications are supported by infrastructure and by each of the following support

#Intrabusiness EC is usually performed over intranets and/or |corporate portals

#A technology that is used to electronically transfer routine documents, such as

# refers to the second-generation of Internet-based services that let people

# Which of the following is not a characteristic of the Digital Revolution ? | Many business processes are expedited by up to 50 percent.

#According to the Business Environment Impact Model, provide

#A is a company’s method of doing business to generate revenue to

#According to the revenue model, companies receive commissions for referring customers to others’ EC Web sites. |affiliate fees

#According to the revenue model, customers page a fixed amount, usually monthly, to receive some type of service. | subscription fees

# Large private organizational buyers and government agencies make large-volume or large-value purchases through , also known as reverse auctions. | electronic tendering systems

# According to the model, an organization can increase brand awareness or even generate sales by Web-based word-of-mouth marketing or promoting a product or service to other people. | viral marketing

#Online group purchasing organizations are known as: | e-co-ops

#Major barriers to EC include all of the following EXCEPT: | lack of technology

#Which of the following is a technological limitation of EC? | Order fulfillment requirements of large-scale B2C.

#A job opening in the Sales Department posted on the company's Intranet by the Human Resources Department is an example of: | B2E

#Boeing designing a product together with a business partner is this type of interaction: | Collaborative Commerce

# The second-generation of Internet-based services that lets people collaborate and share information online is known as Web 2.0. An example of this is: | blogging

#The digital enterprise shifts the focus from managing individual information resources such as devices, applications, and data to that define the business | orchestrating the services and workflows

# A corporation uses the Internal Revenue Service's Web site to learn how to pay its estimated quarterly income taxes. This is an example of: | E2E

#Many companies employ a(n) , which is a gateway for customers ,employees, and partners to reach corporate information and to communicate with the company. | corporate portal

#Because the rate of change and the level of uncertainty are expected to accelerate, organizations are | operating under increasing pressures to produce more products, faster, and with fewer resources.

#A large number of EC companies, especially e-tailing and B2B ones, failed from 1999 to 2005 for each of the following reasons EXCEPT: | The companies failed to register with search engines, such as Google.

#Intrabusiness EC is usually performed over intranets and/or | corporate portals

#A business such as Apple Computers making online transactions with its trading partners is an example of: | B2B

#Challenges that Boeing faced with its global collaboration for the design and assembly process of its new Dreamliner passenger plane included each of the following EXCEPT: | Lag time

# Fundamentally, the success of the pure-play jewelry e-tailer Blue Nile was due to the company’s use of Internet technologies to: | offer lower prices than competitors

#Traditional and electronic markets have three main functions, which include each of the following EXCEPT: | transforming raw materials into finished products.

#Digital products have different cost curves than those of regular products because: | in digitization, most of the costs are fixed, and variable costs are very low.

#The portion of an e-seller’s business processes through which customers interact, including the seller’s portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway is referred to as the of the business. | front end

# The major e-marketplaces are storefronts and Internet malls. | B2C

#An electronic storefront includes several mechanisms that are necessary for conducting the sale. The most common mechanisms include each of the following EXCEPT: | a supply chain

#All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is termed the of the business. | back end

#are online markets owned and operated by a single company and may be either sell-side or buy-side. | Private e-marketplaces

#A(n) is a single point of access through a Web browser to help users find relevant and accurate business information and reduce information overload. |information portal

#Finding relevant and accurate information is often time-consuming and requires access to multiple systems causing organizations to lose a lot of productive employee time. One solution to this problem is the use of: | portals.

# A type of broker that helps consumers compare different stores is a: | shopping facilitator.

#Human or electronic intermediaries attempt to address each of the following limitations of direct interaction EXCEPT: | product distribution.

#The elimination of various types of agents that mediate between buyers and sellers, such as travel and insurance agents, is referred to as: | disintermediation

#A mode is purchasing where prices are negotiated or discounted is , which refers to nonfixed prices, such as those in auctions or stock markets. | dynamic pricing

#Although used occasionally in 132C commerce, customized catalogs are especially useful in 13213 e-commerce for each of the following reasons EXCEPT: | Intranets, in particular, can deliver customized catalogs to different business customers.

#To be successful and useful, large e-catalogs need a(n) | search engine

#A has capabilities that can be used to perform routine tasks that require intelligence such as providing customers with assistance based on their movements on a Web site. | software agent

#Popular search engines include all of the following EXCEPT: | MSN

#A(n) is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | electronic shopping cart

# The most common and traditional form of auctions in which one seller entertains bids

#An auction in which there is one buyer and many potential sellers; or in which a buyer places an item for bid on an RFQ system and the lowest bid wins is referred to as all of the following EXCEPT: | forward auctions.

#What is a benefit of e-auctions to sellers? | The optimal price is determined by the market.

#Organizations are embracing mobilized computing technologies for several reasons EXCEPT: | Wireless security problems have been solved with encryption.

#EC competition is very intense because online transactions enable each of the following EXCEPT: | Higher prices because of a greater number of potential buyers.

#Which of the following statements about differentiation and personalization is not correct? | Products must be differentiated for perfect competition.

#It can be said that competition between companies is being replaced by competition between | networks

#The Internet has influenced industry structures in each of the following ways EXCEPT: | Increases differences among competitors whose offerings are kept proprietary.

#Impacts of e-marketplaces on B2C direct marketing include all of the following EXCEPT: | Brand images for new companies have become more difficult to establish.

#One of the major benefits of e-markets is the improvement in supply chains with the creation of a(n) | hub-based chain

#provides customers with exactly what they want, when and where they want it. Effective communication between the supply chain and the factory floor is needed to make it happen | Demand-driven manufacturing

#Which of the following is true of virtual banks? | Virtual banks have no physical location.

#According to data from eMarketer, approximately shop online and/or research offline-sales online | three in four Internet users age 14 and over

# A traditional brick-and-mortar store with a mature Web site uses a click- and mortar strategy to do all of the following EXCEPT: |reduce refunds and exchanges.

#All of the following categories have already been selling well online EXCEPT: | new cars

#DeFreshFish has been in business for ten years selling custom fishing lures to local fishermen through its store in a shopping mall. The company's owners are considering opening a Web site and selling their products internationally. One new risk they will face in going from a brick-and-mortar strategy to a click-and-mortar strategy is: | the risk associated with trying to comply with conflicting rules and regulations in many different locales.

#are those who are young and comfortable with technology. | New technologists

#The original click-and-mortar strategy used by Toys R Us failed, as did the original toy venture of Amazon.com. Afterwa ds, Toys R Us sold toys online through Amazon.com. This is an example of: | an alliance of a pure-player with a traditional retailer.

#The TRUSTe seal is an example of: | a trustmark.

#Software tools that scout the Web for stores that sell similar items at low prices are called: | Shopbots.

#are extremely busy customers willing to shop online in order to free up time. | Time-starved customers

#Important trends in B2C EC include all of the following EXCEPT: | the Internet will influence approximately 25 percent of all retail sales by 2010.

# Sears marketing strategy would best be described as: | a click-and-mortar strategy.

#Dell's strategy is best described as: | direct marketing from a manufacturer.

#Amazon.com experienced all of the following EXCEPT: | The company’s financial success has been assured.

#With all else being equal in the online environment, goods with any of the following product characteristics are expected to facilitate greater online sales EXCEPT: | Relatively expensive items.

#Marketing that takes place without the help of intermediaries is called: | direct marketing.

#In direct marketing: | customers are contacted directly without the help of intermediaries.

#An online seller of travel services that generates revenue by charging fees for its services is an example of a(n): | transaction broker.

# A marketer that uses e-mail to advertise to potential customers is called a: | viral marketer.

#A company that creates and manages many-to-many markets is called a: | market maker.

# In an e-market, Federal Express is an example of a(n): | service provider.

#All of the following are potential sources of revenue for online independent travel agents EXCEPT: | direct marketing revenues.

#Which of the following is true of virtual banks? | Virtual banks have no physical location.

#are customers who are willing to shop online because they dislike going to grocery stores. | Shopping avoiders

#All of the following are examples of interactive entertainment EXCEPT: | purchasing theatre tickets online.

#are gateways to storefronts and e-malls. | Shopping portals

#are sites that evaluate and verify the trustworthiness of e-tailers | Trust verification sites

#Charles wants to buy a John Lennon lithograph over the Internet, but he is unwilling to pay for it until he inspects it to ascertain authenticity. The auction site through which he purchases the painting agrees to hold his money until he tells them to release it to the seller. This is an example of: |an escrow service.

#A software agent that surveys user's reading interests, then uses machine learning to find new Web pages and news articles using neural-network-based collaborative filtering technology is called: |a learning agent.

#A traditional brick-and-mortar store with a mature Web site uses a click-and-mortar strategy to do all of the following EXCEPT: | reduce refunds and exchanges.

#The single factor that will determine which intermediaries continue to exist and which

#An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of: | personalization.

#According to the EC consumer behavior model, personal characteristics and environmental characteristics are classified as: | independent variables

# The major environmental variables influencing EC purchasing are: | social, cultural, community, regulatory, political, and legal.

# Pricing, technical support, and logistics support are several of the that can be controlled by EC vendors and sellers | intervening variables

#Because online buyer’s decisions depend on numerous independent and intervening variables, decisions made by customers are classified as: | dependent variables

#Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the stage of the EC purchase decision-making process. | need identification

#Marketing and advertising approaches has evolved from mass marketing to market segmentation to one-to-one marketing. This evolution occurred because: | the Internet enabled companies to better communicate with customers and understand their needs and buying habits.

#The core of the “new marketing model” consists of: | customer relationships.

#Personalization and user profiling strategies include each of the following EXCEPT: |Segmenting the market based on demographics.

#The two key factors limiting the use of personalization to more precisely target marketing efforts to individual customers are: | privacy and trust issues.

#The term refers to the number of times users call up a page that has a banner on

#By increasing customer loyalty, EC companies can achieve each of the following benefits EXCEPT: |lower resistance to competitors.

#What has been the impact of the introduction of EC on customer loyalty in general |Loyalty has decreased because of customers’ ability to shop, compare, and shift vendors.

# According to research, customer satisfaction with an Internet store: | drops dramatically when certain Web site features fail to perform properly, such as the content’s reliability, loading speed, or usefulness.

#The Internet introduced the concept of , which has enabled marketers and advertisers to interact or communicate directly with customers and consumers can interact with marketers/advertisers | interactive marketing

#Issues related to trust in EC include all of the following EXCEPT: | As a result of trust-transference programs through portal affiliation, seal of approval programs, online shopping communities, and customer endorsements, customers are fully confident in online purchasing transactions.

#is an advertising strategy that uses word-of-mouth marketing in which customers promote a product or service by telling others about it | viral marketing

#All of the following are correct about market research methods EXCEPT: | Direct mail marketing methods are usually cost-effective.

#Social class, lifestyle, personality, and activities are descriptors used in market segmentation. |psychographic

#Advertising in chat rooms, blogs, or social networks can achieve each of the following EXCEPT: | they improve a company’s search engine ranking

#To avoid getting false information from participants of online surveys, marketers learn about customers by observing their behavior using each of the following EXCEPT: | Data mining to analyze clickstream data.

# According to Inmon, B2C clickstream data can reveal information each of the following EXCEPT: | What goods the customer wanted to but could not find.

#Web analytics and mining tools and services: | offer advanced functions that help marketers decide which products to promote, and merchandisers achieve a better understanding of the nature of demand.

#Once a company knows a consumer’s preferences, the company can predict, without asking the consumer directly, what other products or services that consumer might enjoy through | collaborative filtering

#Limitations of online research methods are all of the following EXCEPT: |E-mail surveys have the lowest response rate.

# The risks of e-mail advertising management include all of the following EXCEPT: | measuring e-mail advertising effectiveness

#Procter & Gamble (P&G) used the Internet in the new product development of Whitestrips, a teeth-brightening product. Based on this experience, P&G: | reduced the time-to-market from concept to market launch by approximately two years.

#Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by adding new customers or products include all of the following EXCEPT: | through direct mail campaigns.

#The major disadvantage of banners is | their cost

#A(n) is an HTML coding statement that describes the content of a Web page and is used by search engines to index the site's content so that it can be found. | meta-tag

# A(n) is a type of pop-up ad that appears after a user clicks a link and remains while content is loading to capture the user's attention for a short time, either as a promotion or a lead-in to the site's homepage or to advertise a product or a service. | interstitial

# Key business drivers for B2B are all of the following EXCEPT: | the willingness of companies to incur higher costs to improve collaboration.

#In selling directly, manufacturers may encounter a similar problem to that of B2C, namely with the regular distributors, including corporate dealers | the willingness of companies to incur higher costs to improve collaboration.

# In selling directly, manufacturers may encounter a similar problem to that of B2C, namely with the regular distributors, including corporate dealers | channel conflict

#B2B transactions that involve communication, design, planning, information sharing, and activites beyond financial transactions among business partners is referred to as | collaborative commerce

#The Cisco Connection Online (CCO) Website receives over 2 million hits per month for technical assistance, ordering, order checking, or software downloads. This online service had been so well received that nearly percent of all customer service | 85/95

#The aggregation of suppliers’ catalogs on the buyer’s server to make it easier to centralize and control all procurement is called a(n): | internal procurement marketplace

#In general, the benefits of contract-management software include all of the following EXCEPT |Reduces contract-related risks

#With , a business sells to a business but delivers small quantities to customers of the buying business. | B2B2C

#A(n) is an online third party that brokers B2B transactions between a buyer and seller. | intermediary

#The purchase of goods and services as they are needed, usually at prevailing market prices is referred to as: | spot buying

#Indirect materials are typically used in activities | maintenance, repair, and operation (MRO)

#Some of the benefits of a(n) are that distributor scan check inventory, make transactions, and look up the status of their orders significantly reducing the number of phone calls, e-mails, and incorrect product shipments | extranet-based order-entry tool

#Purchases of goods and services based on long-term contracts is referred to as. |strategic sourcing

# can be supported more effectively and efficiently through direct buyer–seller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges. |Strategic purchases

#What are the two types of materials and supplies that are traded in B2B? | Direct and indirect.

#Nonproduction materials such as equipment and tools that support production are called: | indirect materials

#The consists of a number of interrelated subprocesses that extend from the acquisition of materials from suppliers to packaging it and moving it to distributors and retailers. | supply chain

#1. Companies will usually separate B2C orders from B2B orders because B2C and

#Because conducting reverse auction in B2B can be afairly complex process, a(n) may be essenial | third-party intermediary

#Companies that use an intermediary to do their buying and selling tend to be: | low on supply chain power and low on buying/selling capabilities

#The major 13213 services include each of the following EXCEPT: | Retail

#Major implementation challenges that companies must consider when planning e¬procurement initiatives include all of the following EXCEPT: | Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes

#Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes | Enables customized online catalogs with the same prices for different customers.

#occurs when 13213 eliminates a distributor or a retailer. | Disintermediation

#In a sell-side e-marketplace, a business sells products and services to business customers, frequently over | an extranet

#One of the major problems facing direct sellers is | how to find buyers

#Companies use to sell their unneeded assets for quick disposal or to easily dispose of excess, obsolete, and returned products. | forward auctions

#Benefits of using a third-party hosting company for conducting B2B auctions instead of developing an auction site in-house include all of the following EXCEPT: | Time-to-market of several weeks.

#A company-based acquisition site that uses e-procurement methods such as reverse auctions, negotiations, or group purchasing, to overcome the manual searching of e-stores and e-malls is referred to as a(n): | buy-side e-marketplace

#Benefits of e-procurement over traditional procurement methods include all of the following EXCEPT: |Increasing the skill requirements and training needs of purchasing agents.

# By using the Internet and automatic-response software agents, GE reduced the cost of customer service calls from $5.00 per call when done by phone to perelectronically answered call. | $0.20

#Before the Internet, the trading process for raw and partially processed chemicals, plastics, and fuel oil was each of the following EXCEPT: | disintermediated

#A third party that operates an exchange and in many cases, also owns the exchange is known as a(n): | market maker

#In the context of EC, are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners. | exchanges

#In spot-sourcing, prices are: | dynamic and set based on supply and demand

#An exchange whose members are in one industry or industry segment and that trades only in materials/services unique for that industry is referred to as a(n): | vertical exchange

#Light bulbs and office supplies might be purchased in a(n) by both an automaker and a steelmaker. |horizontal exchange

# In , the prices are usually dynamic and are based on changes in supply and demand. | spot sourcing

#In , the prices are usually negotiated or fixed. | strategic sourcing

#The exchange model in which RFQs are aggregated then linked to a pool of suppliers who are notified automatically of the RFQ is the model | buyer aggregation

#Spot sourcing of direct materials takes place: |in vertical exchanges.

# In an exchange where plastic components are bought and sold, the market maker collects money from the buyer, and releases it to the seller once successful delivery is completed. This is an example of: | transaction facilitation.

#In an exchange where plastic components are bought and sold, the market maker purchases a new server that will be used to conduct auctions. This is an example of: | maintaining exchange infrastructure.

#A market maker evaluates an exchange between a buyer in the United States and a seller in Spain to ensure that import laws for the U.S. are followed. This is an example of the market maker: | maintaining exchange infrastructure.

#In the consortia model: | several industry players come together to establish the exchange for the benefit of all.

#The exchange model in which a third party sets up the exchange and promises to run it efficiently and without bias is called the: |neutral entrepreneur model.

#A market maker charges a percentage on every buy and sell made in the exchange. The revenue model in place in this exchange is the: | transaction fee model.

#A market maker bills a buyer for reviewing several seller contracts and making a recommendation on what to buy and from whom. The revenue model being used in this example is the: | fee for service model.

#Chem Connect is an example of a successful e-exchange with: | many buyers and many sellers

#All of the following are potential sources of revenue for an exchange EXCEPT: | shipping and handling fees.

#An exchange charges an annual fee of $25,000 for all parties who want to trade in the exchange. The revenue model in use by this exchange is the | membership fee model

#Markets in which several large sellers sell to a large number of buyers are called | seller-concentrated markets

#The concept of liquidity for a 13213 exchange is the: | number of buyers and sellers in a market <271>

#The most attractive industries for a vertical exchange are characterized by: | a market in which a small number of very large orders account for more than half the total market volume per year

#When membership fees are the basis for revenue generation in an e-exchange, it has been shown that: | low membership fees often result in losses to the exchange,; however, high fees discourage participation.

# In dealing with exchange members, the management of the exchange should: |make certain that the exchange is neutral in its dealings with all members.

#Brand building is important in B2B exchanges because: | it is easy for exchange members to change to another exchange.

#From 2001 to 2006, a majority of e-exchanges: | folded due to a lack of customers, cash, or both

#Attracting large business sellers to public exchanges is often difficult for all of the following reasons EXCEPT: | advertising costs in public exchanges are very expensive <288>

#Using tunneling technology to improve security of communication over the Internet is called:|virtual private network (VPN).

#An exchange that handles materials used by companies in different industries is referred to as a(n): |horizontal exchange <264>

#A company’s internal operations and its relationships with suppliers and other business partners are frequently: | as complex as customer-facing applications such as taking an order online.

#For a manufacturer, the supply chain ends: | when the product is used up and disposed of.

#The use of Web technologies to manage warehousing and transportation processes is called: | e-logistics

#The e-SCM process that includes integrated production and distribution processes is: | supply chain replenishment

#All of the following are true about product lifecycle management (PLM) EXCEPT: | The demand for PLM in limited because it does not apply to products that have short lifecycles or are complex <337+338>

#The major benefit of group decision support systems is: | in conducting virtual meetings

#is the transfer of documents and computer files while video conferencing | Data conferencing

#RFID can provide immediate, short-term, and long-term value to organizations. An example of immediate value from RFID is when | an RFID tag tells inventory control every time a roll of wire moves out of the ware house and onto the factory floor

#B2B systems which are used for communication, design, planning, information sharing, and information discovery are called: | collaborative commerce.

#All of the following would be considered c-commerce EXCEPT: | aggregating catalogs on a central server.

#A major block in the widespread implementation of collaborative commerce is: | the lack of universally accepted standards.

#The last fifteen orders from a manufacturer to its suppliers range from $100,000 to $8,740,000. This is an example of: | the bullwhip effect

#Wal-Mart and LeviStrauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of: |CPFR

#Addressing mission-critical, high-volume transaction processes is the goal of: |production workflow applications

#is a business strategy that enables manufacturers to control and shareproduct-related data as part of product design and development efforts. | Product lifecycle management

#Today, many business experts agree with each of the following EXCEPT: | Supply chain integration has reduced the intensity of competition in most industries.

#When planning, designing and implementing integrated supply chain operations, management requires a holistic focus that takes account all of the following primary factors EXCEPT: |location and revenues.

# When creating a new business, the first step is to |identify a consumer or business need that isn't presently being met

#The principle reason for writing a business plan is to:|acquire external funding

#The key difference between an e-business plan and a traditional business plan is that the entrepreneur must |understand that the Internet is a unique sales channel

# The difference between a business plan and a business case is |all new businesses should have a business plan, but only existing businesses planning a major EC or IT initiative should develop a business case

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development |angel

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a company, university, or nonprofit organization that supports promising businesses in their initial stages of development |incubator

#is money invested in a business by an individual or a group of individuals in exchange for equity in the business|venture capital

#The greatest difficulty in dealing with venture capital is: |finding a willing venture capitalist.

#The relationship between stock price and when an investor invests is |IPO investors will pay the highest price per share

#Chaplin’s Pet Store has been in business for many years. Chaplin, the present owner, decides to open an online sales channel where he can advertise and sell the same gourmet pet food. This is an example of adding |a storefront

#Reprise Electronics, a conglomerate that manufactures and sells all kinds of electronic goods under several brand names, currently has separate Web sites for each of its brands. The company decides to bring all of the Web sites together through a single site that, in addition to providing links to the brand pages, will also provide general information about how to select electronic merchandise and informational pages about the Reprise company today and its management team. This is an example of adding|a portal

#In an organizational transformation |there is always a sharp break with the past and every aspect of the business will probably change

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Web site does little more than provide information about the business and its products|informational

#A major entertaining company has four studios that have been in the same location for more than ten years. The company includes a page on its Web site with addresses, phone numbers, and general e-mail addresses for each of these studios. None of this information has changed since the Web site was developed. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_ content | static

#Secondary content that offers a coupon, rebate, or special service is called |promotion

#Reviews, testimonials, expert advice, or further explanation about the product are called: |cross-selling.

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is how Web pages are organized, labeled, and navigated to support browsing and searching |information architecture

#Creating content that offers upgraded or more expensive versions of the product is called |up selling

#One of the first decisions to be made in building a Web site is: |who will host it

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an exact duplicate of the original Web site physically located on a Web server on another continent |mirror site

#The Web hosting option under which the business acquires the hardware, software, staff, and dedicated telecommunications services needed to host a Web site is called: |self-hosting

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the name-based address that identifies an Internet-connected server |domain name

#Content not available anywhere else on the Web is called |premium content

#The concept of consistency in Web site design includes: |making sure Web pages look the same no matter which browser a customer is using

#All of the following are advantages of building Web sites internally EXCEPT |it provides the fastest speed to market

#Banks are more selective about who gets an account for accepting credit cards online because |CNP transactions are less secure and riskier

#In addition to providing an easy mechanism for buying books, the Amazon.com Web site is easily searchable by book title and author. It also has book reviews and suggests titles based on previous purchase activity. These enhancements make the Amazon site a favorite for readers. This is an example of |internal Web site promotion

#offers one of the most popular storefront packages at with three levels of merchant solutions: starter, standard, and professional |Yahoo!

#Options for acquiring storefronts include all of the following EXCEPT: |Join a mall

#Before choosing the appropriate Web site development option, you need to consider all of the following issues in order to generate a list of requirements and capabilities EXCEPT |What might be the reaction of competitors?

#Approximately what percent of Internet shoppers use search engines to find products and services? |75%

#Sending spam that disguises a sales pitch to look like a personal e-mail so that it will bypass e-mail spam filters violates the |Controlling the Assault of NonSolicited Pornography and Marketing (CAN-SPAM) Act.

#To defend against unethical and illegal business tactics that exploit EC operations, Google, MSN Search, and Yahoo have turned to all of the following aggressive measures except: |Implemented honeypots

#Having control over the collection, storage, and dissemination of personal information is included in the category of: |privacy

#A decision by a judge that may be used as a standard in similar cases that follow is referred to as |legal precedent

#Critics of political spam are against its use because they believe that |all spam is a nuisance, clogs mail servers, and creates security risks

#Due process is |a guarantee of basic fairness and fair procedures in legal action

#A duty is |a legal obligation not to interfere with a protected interest

#Property rights relevant to e-commerce include all of the following EXCEPT |The right to bring criminal charges against a violator

#A music company can file a \_\_\_\_\_\_\_\_ against YouTube and MySpace for any interference with the ability to profit from its IP or for profiting from the recording industry’s property without authorization and compensation |lawsuit or civil charge

#enable an organization that has suffered a loss due to spammers to bring a lawsuit against spammers responsible for the loss |Civil laws

#Intellectual property law is the area of law that is associated with each of the following EXCEPT: |business contracts

#Which of the following is true about copyrights? |The entertainment industry, led primarily by the Motion Picture Association of America (MPAA) and RIAA, is trying technical solutions via the legal system to protect its interests

#Each of the following statements about digital rights management (DRM) is true EXCEPT |DRM technologies were developed with strict regard for privacy protection

#Fair use means |that copyrighted material can be used for noncommercial purposes without paying royalties or getting permission.

#Which of the following is true about the scope of business ethics? |The scope of business ethics has expanded to encompass the nature and quality of the relationships with shareholders, customers, business partners, suppliers, the community, environment, and future generations

#An Internet acceptable use policy (AUP) is an important safeguard because |without a formal AUP, it is much more difficult to enforce acceptable behaviors and eliminate unacceptable behaviors, and punish violators

#Section 5 of the FTC Act does each of the following EXCEPT: |requires monitoring of employees’ e-mail

#Companies can improve their responsibility as custodians of customers’ personal data by implementing |Opt in and opt out information practices.

#Which of the following statements about the rights to privacy and free speech is not correct? |The Internet has destroyed the right to privacy.

#All of the following are ways to use the Internet to find information about an individual EXCEPT |Stealing the individual’s computer

#Private online communities that are only open to those who belong to them are called: |darknets

#A domain name is |intangible property protected by law

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ give law enforcement agencies broader range in their efforts to protect the public |USA PATRIOT Act

#work on the principle that once Web surfers arrive at their site, a few of them will click on one of the linked advertisements and earn them a few cents for each click. |Sploggers

#The least effective method to protect against pop-up ads and their risk is: |Minimizing the pop-up window

#All of the following statements apply to hate Web sites EXCEPT: |The intent of most hate Web sites is to commit fraud

#A legally binding contract requires a few basic elements. Which of the following is not one of those elements? |agreement

#Examples of electronic signatures to help distinguish between legitimate and fraud transactions include all of the following EXCEPT: |a Web site development agreement

#EC sellers need to protect against fraud and each of the following EXCEPT: |Public keys

#is a collaborative online encyclopedia that volunteers primarily write |Wikipedia

#The newest areas of e-commerce are |Web 2.0 applications

#Perspectives about Web 2.0 include all of the following EXCEPT |Web 2.0 is organized around pages, software, technology, individuals, and corporations.

#is a Web development technique for creating quicker and more responsive Web applications by exchanging small amounts of data with the server so that the entire Web page does not have to be reloaded each time the user makes a change |Ajax

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the intrinsic unit of thought on the Web. |hyperlink

#Compared to general-purpose IT platforms, theWeb is |fundamentally communications-oriented rather than computing-oriented.

#The real estate brokerage industry has been disrupted by companies such as Zillow and Homegain for each of the following reasons EXCEPT |The Web 2.0 real estate sites have driven down commissions from 6 percent to almost 1 percent

#A(n) \_\_\_\_\_\_\_\_\_ is a document retrieval system designed to help find information stored on a computer system, such as on the Web, inside corporate or proprietary files, or in a personal computer |search engine

#The search war between Google and Yahoo! and other search engines is about: |Internet advertising dollars.

#is a for-profit very rapidly growing Web site that is tapping into the enthusiasm and knowledge of people to build a better search engine than Google. |Wikia.com

#are virtual communities organized by an interest, such as political parties, or by product, company, or health topic |Affinity portals

#Key strategies for successful online community include all of the following EXCEPT: |Control the sharing of information or sensitive opinions

#All of the following apply to social network theory EXCEPT | Between a set of nodes, there is one kind on tie.

#is the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers or other information or knowledge processing entities. |Social network analysis

#is based on the Circle of Friends technique for networking individuals in virtual communities and was the top online social network service until overtaken by MySpace. |Friendster

#All of the following are true about YouTube EXCEPT: |Yahoo! purchased YouTube for US$1.65 billion in stock in 2006

#Content owners are targeting YouTube and third-party video-sharing Web sites for |copyright infringements

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is defined as a group of people that have some kind of commercial or business relationship such as the relationships between sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues. |business network

#The main purpose of LinkedIn is to allow registered users to |create and maintain a list of contact details of people they know and trust in business.

#Combined with leadership, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an indispensable kind of social network for properly running the business or project and to differentiate the business from similar ones. |entrepreneurial network

#Windows Live Expo is an online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ similar to Craigslist in that it provides online classifieds and lets users choose listings they want to search sorted either by friends and contacts or by geographic proximity |social marketplace

#Impacts of the Web on the travel and tourism industry include all of the following EXCEPT |Decrease in direct sales of travel packages on the global market by small, local players

#The banking industry was a good candidate for disruption by person-to-person (P2P) technology and disintermediation by ZOPA because: |the industry was making a huge profit margin off its customers.

#is a 3-dimensional word where residents retain the rights to their digital creations and can buy, sell, and trade with other residents are able to sell them at various in-world venues. |Second Life

#Wikis, blogs and RSS are replacing e-mail for all of the following EXCEPT |Wikis, blogs and RSS are more secure than e-mail.

#are tools that combine data from two or more Web sites to create new applications |Mashups

#Where is Web 2.0 software going? |Large companies are adding Web 2.0 tools to their existing collaboration products and IBM Lotus and Intel are adding social networking software to their software suites.

#Implementing Web 2.0 sites, especially social networks and similar communities, does all of the following EXCEPT: |Will quickly have a massive impact on almost every company that produces consumer goods

#Retailers stand to benefit from online communities in several important ways EXCEPT |Viral marketing will be replaced by free advertising

#Characteristics of the next generation Internet, Web 3.0, are expected to be all of the following EXCEPT |Decreased use of the Semantic Web

#The first major step in developing and e-commerce project is |identify, justify, and plan the EC system

#In general, what is the relationship between the cost of building and installing an EC system and the cost of operating and maintaining it? |It costs about as much time, effort, and money to operate and maintain as to build and install a system.

#An online intermediary that offers businesses access to hundreds of parts and services provided by multiple suppliers is called |e-procurement

#is the method of bringing together the products offered by many different suppliers into one place for consideration by all the buyers at a given company |Aggregating catalogs

#In a B2C Storefront, the function that provides customers with information about the product through their browser is called the |product presentation function.

#Rick purchased and downloaded a new firewall software suite online. After installing the suite, he finds that he is unable to connect with the Internet so he visits the FAQ for the software to look for solutions to the problem. This is an example of the |product support function.

#Jackie purchases a new e-book from an online publisher. She loses power to her computer in a thunderstorm before the download is completed. When she tries to restart the download, she receives a message saying her download is complete. Jackie will need the: |customer service function

#Every time a customer orders a DVD player from an online record store, the inventory for that player is reduced in the inventory system. This is an example of the: |order entry function

#When planning an EC project, planners must first consider: |how the EC project aligns with the organization's overall business plans and processes.

#After an EC project has been implemented, the testing that is done to assure various modules in the project work together is called: |integration testing

#After an EC project has been implemented, the testing of the quality of user's experience when interacting with the site is called: |usability testing.

#Tom visits a Web interface that provides personalized access to information of interest to him. This is an example of a(n): |portal.

#The type of portal which acts as an interface between companies, customers, and suppliers, revealing subsets of information to specific audiences is called a(n): |extranet portal.

#The central portal for an entire organization is called a(n): |enterprise portal.

#A portal that acts as a gateway to other portals and Web sites operated by an organization is called a(n) |corporate intranet portal.

#The EC application development technique that is most appropriate for strategic applications that will differentiate the company from its competitors is called: |insourcing

#The EC application development technique which entire applications are employed in the new system, that is especially useful when applications from several business partners must be integrated is called |enterprise application integration.

#The EC application development option that is most appropriate when an application is needed quickly, money is in short supply, and/or the new system is not expected to provide a competitive advantage is: |purchasing a commercial application.

#The EC application development option that is most appropriate when the application is needed quickly, money is a critical concern, and/or large amounts of maintenance are required is called |leasing.

#A company that manages application servers in a centrally controlled location rather than on a customer's site is called a(n) |application service provider (ASP)

#The approach that seeks to make tapping into computing resources as simple as plugging in a lamp into an electrical outlet is called |utility computing

#All of the following describe system scalability EXCEPT |Scalability dimensions are independent because scaling up the size of the system in one dimension does not affect the other dimensions.

#measures the time required to complete an operation such as downloading a Web page. It is an indicator of the users’ experience with the system. |Latency

#Merchant server software commonly includes the following features EXCEPT |Order management that optimizes movement of products through the supply chain.

#is one of Oracle’s key applications. It supports product catalog and content management, interactive and complex selling, personalized pricing, flexible check and payment options, account and contract management, and postsales order and shipping services |iStore

#EC suites that enable an organization to quickly build an e-business include all of the following EXCEPT: |Virtual Computing Laboratory

#is an EC architecture consisting of four tiers: Web browsers, Web servers, application servers, and database servers. |Multitiered application architecture

#Middleware provides all of the following functions or features EXCEPT: |Integrates large systems with one or more back-end databases

#The most difficult and crucial task in evaluating a vendor and a packaged system is: |to determine a weighted set of detailed criteria for choosing the best vendor and package.

#are formal agreements regarding the division of work between a company and its vendors. |Service level agreements

#The major characteristic of B2B commerce is that companies attempt to electronically automate trading, communication, and collaboration processes in order to improve them, which cannot be done without the Internet |

#Company ABC sells a variety of products on its Web site to the highest bidder. What type of business model are they using? |Online auction

#Company XYZ helps individuals sell products to other individuals and takes a small commission on each sale. What EC classification do they fit? |c2c

#Which of the following is a virtual organization? |Two companies combine resources to market a new product. They know this product can only be sold for the next 3 months.

#Customization allows companies to: |Produce a large number of individualized products.

#Which of the following is not a limitation of EC? |Customers now have nearly unlimited bandwidth.

#Company XYZ sells products to individuals. What EC classification do they fit? |b2c

#Which of the following is not an attribute of a corporate portal? |The public uses this portal to access the Internet

#Which of the following is a limitation of EC? |Special network and hardware requirements

#Which of the following is a benefit of EC? |Individuals can telecommute more easily

#EC reduces cycle time in all of the following ways except: |Customer satisfaction

#Why is B2C generally less attractive than B2B? |Channel conflict

#Company XYZ helps individuals exchange digital products. What EC classification do they fit? |p2p

#Company ABC has several divisions that have created private resources that can be accessed using Internet protocols. The company is now going to link these resources together. What type of network is being described? |Extranet

#Company XYZ sells a variety of products on its Web site. What type of business model are they using? |E-tailing

#Association ABC helps its members get discounts on the purchases by buying in bulk. What type of business model are they using? |Group purchasing

#Which of the following is not the function of a market? |Ensuring profits of brokers

#Which of the following is an intermediary? |Computer system that matches buyers with "Goods Wanted" to seller with "Goods for Sale"

#Lowering a customer's search cost allows them to: |Research more items to find the best price

#In what way does mobile computing not help organizations |Costs of hardware are increasing

#Which of the following is not a disadvantage of paper catalogs? |Portability

#What is NOT one of Porter's Five Forces? |Effects of EC Systems

#Why would a merchant want to customize products? |To charge a higher price

#A Web site offering content created by a third party transparently to customers is an example of: |Syndication.

#Which is an example of reintermediation |Using a salesperson to negotiate a large, complex agreement

#Which of the following is not a limitation of traditional auctions? |Duration of sale

#An item is offered with a minimum bid. The winner pays the exact price of his bid. What type of auction is being described? |Forward auction

#The bidder details exactly what they are willing to pay. The Seller accepts or rejects the price. What type of auction is being described? |Name-your-own-price auction

#Which of the following is not a benefit of auctions to sellers? |Entertainment

#What three factors facilitate online negotiations? |Voice over IP systems

#Which of the following is a limitation of auctions? |Potential for fraud

#Jeff wants to purchase online, but is concerned about a company's privacy policy. What online purchase decision aid should he use? |Trust verification site

#Trust verification sites evaluate a business's trustworthiness. How comprehensive is this evaluation? |Moderate, generally verification indicates a trustworthy user

#Which type of shopping software agent learns a user's preferences over time? |Learning agent

#Which of the following is an example of a general purpose pure-play e-tailer? |Store A does not have a physical location and sells a variety of products.

#Which of the following is not a typical service provided by online travel agents? |True bargains on airfare cost

#Which of the following is not a change in the travel industry created by online travel agents? |Higher total trip cost due to lost services

#Which of the following is the most serious strategic threat to traditional travel agents? |Intelligent software agents

#Which of the following is not a driver in the electronic job market? |Size of labor market

#Which of the following is not one of the advantages of the electronic job market for employees? |Lack of Internet users

#Which of the following is not a benefit of using the Internet to aid real estate transactions? |Online services eliminate the need to visit houses

#Which of the following companies does not trade stocks online? |Priceline.com

#Which of the following is not a capability of home banking? |Print new checks online

#Which of the following is not an advantage of online banking? |Personal interaction with staff

#What is the likely effect on intermediation of the following market events: aggregation, complex search requirements, and new markets? |Cybermediation

#Content created by a publisher that must be read using a computer or similar handheld device is an example of what type of digital publishing? |E-book

#Which of the following is not an organizational buyer? |Student purchasing school supplies

#Which of the following is not a part of the EC Consumer Behavior Model? |Decider variables

#Which of the following is not an environmental variable in EC purchasing? |Climate variables

#What are the two most cited reasons for not purchasing online? |Security and quality assessment

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Rich play? |Buyer

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Janice play? |Buyer

#A Web site asks users to fill out a questionnaire about themselves. The Web site then personalizes to the user and makes recommendations. What type of personalization is being used? |Rule-based filtering

#Which of the following is the most popular online customer service tool? |E-mail

#Web mining hopes to accomplish all of the following except: |Determine characteristics of specific users

#Mark is using an intelligent agent to help him determine which CD to purchase. What type of agent is he using? |Product brokering

#Julie is using an intelligent agent to help her find the best price on a CD she would like to purchase. What type of agent is she using? |Merchant brokering

#What is not a benefit of an FAQ? |The answers can change dynamically based on the questions

#Which of the following advertising methods involves the use of games? |Advergaming

#What is the proper order for the steps in market research? |Problem Definition, Research Methodology, Data Collection and Analysis, Results and Recommendation

#Which is not a characteristic of permission marketing? |Spamming

Which of these following items are benefits of E-Learning? Hint: choose multiple answers (3) | ,lower cost,greater flexibility,more effective learning

How many type of E-Commerce do you know? Typing these names of them! | 4

To evaluate, how many dimensions of E-Commerce we will use? | 3

What does C2B stand for? Hint: capitalize the first letter of each word. E.g: if NIC, you need to enter Network Interface Card only. | consumer-to-business

Electronic market (e-marketplace) | An online marketplace where buyers and sellers meet to exchange goods, services, money, or information

Brick-and-mortar organizations | Old-economy organizations (corporations) that perform their primary business offline, selling physical products by means of physical agents

Virtual (pure-play) organizations | Organizations that conduct their business activities completely online

Click-and-mortar organizations | Organizations that conduct some e-commerce activities, usually as an additional marketing channel

How many common types of Revenue model existing in E-Commerce? | 5

How many main steps are existing in a generic purchasing-decision model in E-Commerce? | 5

Select the correct answer from the choices below to fill in blank. Click in to figure to see the blank | Customize

Choose the right types and activities in knowledge management (KM) Hint: choose multiple answers (6) | ,Create,Capture,Refine,Store,Manage,Disseminate

Select the correct definition of "Spot buying" term from the choices below | is the purchase of goods and services as they are needed, usually at prevailing market prices

A company allows peoples to watch a sports competition in real-time for a fee. So that companys revenue follows: | Subscription Model

A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is \_\_\_\_\_. | electronic data interchange

The most common and traditional form of auctions in which one seller entertains bids from many buyers is referred to as: | forward auctions.

A mode is purchasing where prices are negotiated or discounted is \_\_\_\_\_, which refers to nonfixed prices, such as those in auctions or stock markets. | dynamic pricing

Software tools that scout the Web for stores that sell similar items at low prices are called \_\_\_\_\_. | Shopping portals

Broadly, \_\_\_\_\_\_ refers to marketing that takes place without intermediaries between manufacturers and buyers; or marketing done online between any seller and buyer. | direct marketing

To avoid getting false information from participants of online surveys, marketers learn about customers by observing their behavior using each of the following EXCEPT: | Data mining to analyze clickstream data.

\_\_\_\_\_\_\_ is the direct purchasing from internal marketplaces without the approval of supervisors and without the intervention of a procurement department. | Desktop purchasing

An exchange that handles materials used by companies in different industries is referred to as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | horizontal exchange

One of the most important issues in implementing e-Government is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | its adoption and usage by citizens

The major benefit of an DSS is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | in easier decision making

The primary advantage that e-books offer publishers is: | lower production, marketing, and delivery costs.

The major enterprise mobile applications are all of the following EXCEPT: | research and development

Characteristics of mobile devices that create special requirements that hardware and software designers need to anticipate when designing mobile computing systems include all of the following EXCEPT: | broad bandwidth

Choose the right term with the following description: The use of digital technologies that enable companies to collaboratively plan, design, develop, manage, and research products, services, and innovative EC applications | collaborative commerce (c-commerce)

A firm that operates both physical stores and an online e-tail site is said to be a click-and-mortar business selling in a \_\_\_\_\_. | multichannel business model

Which of the following E-Commerce model conduct almost through out wireless network or portable device? | M-Commerce

\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos, music, and other digitizable information over the Internet. | Online publishing

Amazon e-commerce system is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_ | Pure-play e-tailers

There are two statements: Statement A: WAP stands for Wireless Application Protocol Statement B: VoIP stands for Video over Internet Protocol Which of the statements is/ are correct? | A is True, B is False

In E-Commerce framework, the Policy part is belonged to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Support services layer

The major \_\_\_\_\_ e-marketplaces are storefronts and Internet malls. | B2C

Which of the following is NOT a standard used in E-Commerce? | IFI

Which of the following wireless technology has the lowest coverage of signal? | WiFi

Which of the following network type has the largest range of geography implement? | WAN

Basic marketing model is based on 4P factor. There are Product, Price, Promotion, and \_\_\_\_\_\_\_\_\_\_ | Place

Which of the following item is NOT included in the four major categories of e-government services? | government-to-customers

Digital signature is based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | public key infrastructure

An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of: | personalization.

Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_ market segmentation. | psychographic

In chapter 8 - Marketing and Advertising in E-Commerce, AIDA model is mentioned and used to analyze their differences in illustrating an online purchasing behavior. What does the second A in AIDA stand for? | Action

Which of the following items drivers of m-commerce? Hint: choose multiple (3) answers | ,The handset culture,Improving bandwidth,Improved price/performance

Which of the following case-study is opening case of chapter 8 - "Marketing and Advertising in E-Commerce"? | Netflix Increases Sales Using Movie Recommendations and Advertisements

Which of the following are main major characteristics of Web 2.0? Hint: choose multiple (3) answers | ,Rich User Experience,User Participation,Collaborative

Social media | The online platforms and tools that people use to share opinions, experiences, insights, perceptions, and various media, including photos, videos, and music, with each other

Social marketing | A combination of social policy and marketing practices to achieve a set of social behavioral goals within a target audience

Social capital | A sociological concept that refers to connections within and between social networks. The core idea is that social networks have value. Just as physical capital or human capital can increase productivity (both individual and collective), so can social contacts affect the productivity of individuals and groups.

Social media marketing | A term that describes use of social media platforms such as networks, online communities, blogs, wikis, or any other online collaborative media for marketing, market research, sales, CRM, and customer service.

Which of the following term is CORRECT with the description paragraph: "A term coined by Mark Zuckerberg of Facebook, which originally referred to the social network of relationships between users of the social networking service provided by Facebook. The idea was for Facebook to benefit from the social graph by taking advantage of the relationships between individuals that Facebook provides, to offer a richer online experience. This definition was expanded to refer to a social graph of all Internet users." | Social graph

Which of the following are benefits of social commerce to the consumer and to vendors? Hint: choose multiple answers | ,Customers' expectation can be meet in fully and quickly.,Increate trust via direct conversations.,Target advertisements more accurately

Arrange the following items in the correct order of the EC order fulfillment process (beginning step at top, and ending step at the bottom) | ,Making sure the customer will pay,Checking for in-stock availability,Arranging shipments,Replenishment,Contacts with customers

Select the correct answer from the choices below which is corresponding with the following statement in STRATEGIC PLANNING TOOLS" : It is a methodology that surveys external opportunities and threats and relates them to internal strengths and weaknesses. | SWOT analysis

Key business drivers for B2B are all of the following EXCEPT: | the willingness of companies to incur higher costs to improve collaboration.

Which of the following is an example of G2C ? U.S. Census: co quan di`u tra dn s cu?a Mi~ Chamber of Commerce: pho`ng thuong ma?i Mi~ | a driver applies for and pays for the renewal of his auto tag online.

With \_\_\_\_\_\_\_\_\_\_, a business sells to a business but delivers small quantities to customers of the buying business. | B2B2C

A company-based acquisition site that uses e-procurement methods such as reverse auctions, negotiations, or group purchasing to overcome the manual searching of e-stores and e-malls, is referred to as a(n) \_\_\_\_\_\_\_\_ | buy-side e-marketplace.

Benefits of e-procurement over traditional procurement methods include all of the following EXCEPT: | increasing the skill requirements and training needs of purchasing agents.

A single company that deploy an E-Commerce system by build up a website where their services are sold. What kind of EC system they have? | storefront

Flappybird is a game that allows peoples to play games for free. So that case study follows: | None of the others

Which is INCORRECT about company-centric marketplaces term? | It is a public marketplace entities owned by that company.

When a good or service is promoted, the purpose of the promotion is to inform, persuade, or remind customers. | True

When a tee shirt manufacturer states, "We only sell it in black because that way we can buy plenty of black fabric and run our plant efficiently," their statement reflects the views that were popular in which era of the evolution of marketing? | Production-oriented

Jami sells construction equipment. Whenever she calls on her building contractor customers, she asks if they are having any problems. In doing so, Jami is addressing which of the following core aspects of marketing? | Satisfying customer needs and wants

Auction sites like eBay have increased opportunities for \_\_\_\_\_\_\_\_\_\_ marketing. | C2C

All of the following are examples of e-government EXCEPT: | a company sells army and navy surplus supplies at auction over the Internet.

Government-to-employee applications can lead to significant efficiency improvements for all of the reasons EXCEPT: | Most government employees use handheld digital devices.

One of the most important issues in implementing e-government is: | its adoption and usage by citizens.

All of the following are advantages of e-learning EXCEPT: | college professors are anxious to develop new online courses.

A retail company that sell directly to consumers over the Internet without maintaining a physical sales channel. That is a example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Pure-play e-tailers

In SCM, the supply chain of a manufacturer ends when\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | the product is used

When the works of sale employees are recorded in real time, the organization benefits through each of the following EXCEPT: | more extensive collaboration and sharing of customer leads

Purchases of goods and services based on long-term contracts is referred to as: | strategic sourcing

\_\_\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars, promote the work of new or unknown musicians, and broadcast international entertainment activities | Webcasting

A type of e-book referred to as the \_\_\_\_\_\_\_\_\_\_\_\_ is a truly multimedia, online-only book that has hyperlinks, three-dimensional text and display, graphics, audio, and video. It supports nonlinear exploration of topics. | rubics-cube hyperlink book

Risks in corporate blogging include all of the following EXCEPT: | the risk of disciplinary action against abusive bloggers.

Which of the following is INCORRECT about edutainment? | Some adult games like Doom, Grand Theft Auto, are example of edutainment.

In E-Commerce, what do PLM and VoIP stand for? Statement A: PLM stands for Product Life Management Statement B: VoIP stands for Voice over Internet Protocol Choose the right answer from the two statements! | Statement A is False, and Statement B is True

When a car manufacturer sells trucks, cars, and car parts to the government or military, this is an example of B2C marketing. | False

Supply chain management involves integrating the efforts of: | all of these.

The price of a product: | all of them are correct.

In the context of EC, \_\_\_\_\_\_\_\_\_\_ are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners. | exchanges

The power adapters Dell sells with its computers are built by small companies who specialize in power-related accessories. Dell and the power adapter manufacturers are engaging in B2B marketing. | True

What is NOT a major benefit of m-commerce? Hint: choose two answers | ,Reduces time utilization and productivity of mobile employees,Increases time to order

Arrange the following items in the correct order of Knowledge Management (start at the top, end at the bottom) | ,Create and capture,Refine,Store,Manage,Disseminate,Assess and evaluate

Choose the right term corresponding with the following statement: "It is a method of e-commerce where shoppers friends become involved in the shopping experience; social shopping attempts to use technology to mimic the social interactions found in physical malls and stores" | Social shopping

Choose the best type from the following option: Uber, or GrabTaxi are example of \_\_\_\_\_\_\_ | L-Commerce

Which of the following term is the best description for the figure? | E-Government

A new type of e-commerce refers to the localization of products and services through mobile device and context aware computing technologies is called \_\_\_\_\_\_\_\_\_\_\_ | L-Commerce

Ford's strategy is best described as: See figure | direct marketing from a manufacturer.

Which of the following content are benefit of E-Learning? Hint: choose multiple answers | ,Reduces travel time and travel costs for off-campus students,Self-paced learning modules allow students to work at their own pace

The term \_\_\_\_\_\_\_\_\_\_\_ refers to the number of times users call up a page that has a banner on it during a specific period. | ad view

The term \_\_\_\_\_\_\_\_\_\_\_ refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. (Visits refers to the number of times a site is visited, no matter how many unique visitors make up those sessions.) When an individual goes to a website on Tuesday, then again on Wednesday, this is recorded as two visits from one visitor (if the time period being measured is e.g. a week or month). | unique visitor

The risks of e-mail advertising management include all of the following EXCEPT: | measuring e-mail advertising effectiveness

The term \_\_\_\_\_\_\_\_\_\_\_ refers to the way of measuring the success of an online advertising campaign for a particular website as well as the effectiveness of an email campaign by the number of users that clicked on a specific link. | click through rate

\_\_\_\_\_\_\_\_\_\_\_ is an advertising strategy that uses word-of-mouth marketing in which customers promote a product or service by telling others about it. | Viral marketing

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is an online third party that brokers B2B transactions between a buyer and seller. | intermediary

Purchases of goods and services based on long-term contracts is referred to as\_\_\_\_\_\_ | strategic sourcing

In E-Commerce B2B context, what does PRM stand for? See figure | Partner Relationship Management

Non-production materials such as equipment and tools that support production are called: | indirect materials

Indirect materials are typically used in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ activities. | maintenance, repair, and operation (MRO)

Which of the following term is correct with the following statement: "Develops knowledge of the Internet and computers skills that will help learners throughout their lives, careers and they can study anywhere they have access to a computer and Internet connection". | E-Learning

CustomInk is a Virginia-based online retail company that enables customers to design and order custom apparel such as t-shirts and sweatshirts. Customers can upload their own art, or use the site's design tools to create a design and order the customized product. See figure Which of the following item(s) are benefits of their E-Commerce? Hint: choose multiple answers (3) | ,Website allows people to choose from CustomInk's design ideas, clipart, fonts and colors, or upload their own images to be printed on items including apparel, bags, drinkware and office supplies.,Artists review each design, and email the customer a picture proof of how the design will print.,Depending on the desired quality and quantity of the item, their staffs performs screen printing, digital printing, and embroidery services.

Wal-Mart and Levi Strauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_ | Collaborative Planning, Forecasting and Replenishment (CPFR)

Marketing that takes place without the help of intermediaries is called: | direct marketing.

Which of the following content is NOT the benefits of E-Government? Commonwealth: khu v?c th?nh vu?ng | Reduced access to information. It reduces a greater amount of information to businesses and provides it in a more organized and accessible manner.

In direct marketing: | sales are made in malls only.

A marketer that uses e-mail to advertise to potential customers is called a: | viral marketer.

An e-tailer uses cookies to identify returning customers and to provide suggested products for purchase based on prior shopping behavior. This is an example of \_\_\_\_\_\_\_\_\_ | personalization

Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the \_\_\_\_\_\_\_\_\_\_ stage of the EC purchase decision-making process. See figure | need identification

Social class, lifestyle, personality, and activities are descriptors used in \_\_\_\_\_\_\_\_\_\_\_ market segmentation. demographic: nhn kh?u h?c psychographic: tm l h?c | psychographic

Web analytics and mining tools and services: mining (n): khai ph d? li?u clickstream (n): kch chu?t merchandisers (n): mua hng | offer advanced functions that help marketers decide which products to promote, and merchandisers achieve a better understanding of the nature of demand.

Companies that use an intermediary to do their buying and selling tend to be: | low on supply chain power and low on buying/selling capabilities

When planning, designing and implementing integrated supply chain operations, management requires a holistic focus that takes account all of the following primary factors EXCEPT: | location and revenues.

Dells cornerstone business model is based on the concept of: | build-to-order which allows customers to configure their own customized systems.

\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the buying and selling of goods and services; servicing of customers; collaborating with business partners; and conducting electronic transactions within an organization. | E-business

EC can take several forms depending on the degree of digitization of the following three dimensions \_\_\_\_\_\_\_\_\_\_\_ | the product or service sold, the process, and the delivery method.

Purely physical companies are referred to as \_\_\_\_\_\_\_\_\_\_\_\_ companies, whereas companies that are engaged only in EC are considered \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ companies. | brick-and-mortar; virtual

The ways in which EC is done include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are systems where only routine transaction processing and information flow take place between two or more organizations using a standard protocol, such as electronic data interchange (EDI). | Interorganizational information systems

Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | corporate portals

A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is \_\_\_\_\_\_\_\_\_\_\_. | Electronic data interchange

The major \_\_\_\_\_\_\_\_\_\_ e-marketplaces are storefronts and Internet malls. | B2C

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are online markets owned and operated by a single company and may be either sell-side or buy-side. | Private e-marketplaces

A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | Electronic shopping cart

An auction in which there is one buyer and many potential sellers; or in which a buyer places an item for bid on an RFQ system and the lowest bid wins is referred to as all of the following EXCEPT: | Reverse auctions.

What is a benefit of e-auctions to sellers? | The optimal price is determined by the market.

Organizations are embracing mobilized computing technologies for several reasons EXCEPT: | Wireless security problems have been solved with encryption.

The type of e-auction is based on\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | demand and supply relationship

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ is a single point of access through a Web browser to help users find relevant and accurate business information and reduce information overload. | information portal

The HotDeal.vn, MuaChung.vn websites are examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | B2B2C model

To be successful and useful, large e-catalogs need a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | search engine

Transaction fees model | 1400712639097

Subscription model | 1400712643513

Advertisement model | 1400712649430

Affiliate model | 1400712654817

Sales model | 1400712659179

In EC Framework, which of the following items are belong to infrastructure layer? Hint: choose multiple answers (2) | ,Security,Messaging and information distribution

See the figure and choose the right options to fill in blank A and B | A is Infrastructures and B is Support services

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results - often referred to as "natural," "organic," or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. Which of the following category SEO is belonged to? | Marketing and advertising

Choose the right type of E-Commerce based on the following statement: "The e-commerce activities conducted in social networks and/or by using social software (i.e., Web 2.0 tools)" | s-commerce

In E-Commerce, what does PKI stand for? Hint: capitalize the first letter of each word (e.g. NIC you need to enter Network Interface Card only) | Public key infrastructure

The technology platform to keep every online transaction secured is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | PKI

In digital signature, which of the following encryption algorithm is applied? | RSA

According to Peter Drucker, e-commerce is profoundly changing markets, industry structures, products and services, consumer segmentation, consumer values and consumer behavior; jobs, and labor markets. | True

By purchasing a textbook from Amazon.com and having the merchandise physically delivered, Amazon.com would be considered a click-and-mortar organization because pure EC did not occur. | True

In the field, a sales representative writes notes with a mobile handwriting-recognition computer immediately after a sales call. This can be viewed as an EC activity. | False

In addition to EC being conducted via the Internet, EC can be conducted over local area networks (LANs). | True

An example of business-to-consumer (B2C) is when Dell provides customer service online by collaborating electronically with its partners. | False

An internal corporate network that uses Internet tools, such as Web browsers, is known as an intranet. | True

An extranet is a network that uses the Internet to link together multiple intranets. | True

Purchasing a Dell computer online for use at home is an example of e-tailing. | True

Networked computing connects multiple computers and other electronic devices that are located in various locations by telecommunications networks, including wireless ones. | True

When Dell purchases Godiva chocolates as gifts for its employees and has Godiva mail them directly to the recipient Dell is engaged in B2B2C. | True

Peer-to-peer (P2P) technology can be used in C2C, B2B, and B2C. | True

The final participants in B2B transactions are consumers. | False

Doing your banking on an Internet-enabled cell phone is an example of m-commerce. | True

Despite the many e-tailing EC companies that have failed in the past, the dot-com failure rate has recently declined sharply. | True

Since 2001, no other company has had more of an impact on EC than MySpace. | False

Wikipedia.com, a Web site that allows people to work together online and share information, is an example of Web 2.0. | True

The digital economy refers to an economy based on digital communication networks, computers, software, and other related information technologies that provide a global platform over which people and organizations interact, communicate, collaborate, and search for information. | True

Economic, legal, societal, and technological factors have created a highly competitive business environment in which customers are becoming less powerful. | False

Strong competition and increased power of consumers are two of the major market pressures in todays business environment. | True

Business models are a subset of a business plan or business case and refer to methods of doing business by which a company can generate revenue. | True

A business model outlines how the organization or the EC project will generate revenue through sales, transaction fees, advertising fees, affiliate fees, or other revenue sources. | False

Social networks, such as Facebook, YouTube, and MySpace, are Web sites that connect people with specific interests by providing free services such as photo sharing, e-mail, and blogging. | True

Many companies used a corporate portal, which is a gateway for customers, employees, and partners to reach corporate information and communicate with the company. | True

EC can take several forms depending on the degree of digitization of the following three dimensions: | the product or service sold, the process, and the delivery method.

The ways in which EC is done include: | the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine

A business such as Apple Computers making online transactions with its trading partners is an example of: | B2B

EC applications are supported by infrastructure and by each of the following support areas EXCEPT: | Mobile devices

Challenges that Boeing faced with its global collaboration for the design and assembly process of its new Dreamliner passenger plane included each of the following EXCEPT: | Lag time

A large number of EC companies, especially e-tailing and B2B ones, failed from 1999 to 2005 for each of the following reasons EXCEPT: | The companies failed to register with search engines, such as Google.

refers to the second-generation of Internet-based services that let people collaborate and share information online in new ways, such as social networks and wikis. | Web 2.0

Which of the following is not a characteristic of the Digital Revolution? | Many business processes are expedited by up to 50 percent.

Because the rate of change and the level of uncertainty are expected to accelerate, organizations are | operating under increasing pressures to produce more products, faster, and with fewer resources.

According to the Business Environment Impact Model, \_\_\_\_\_\_\_\_\_\_\_ provide support to organizations activities and to actual performance, countering business pressures. | EC and IT

A \_\_\_\_\_\_\_\_\_\_\_\_ is a companys method of doing business to generate revenue to sustain itself. | business model

According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, companies receive commissions for referring customers to others EC Web sites. | affiliate fees

According to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ revenue model, customers page a fixed amount, usually monthly, to receive some type of service. | subscription fees

Large private organizational buyers and government agencies make large-volume or large-value purchases through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, also known as reverse auctions. | electronic tendering systems

According to the \_\_\_\_\_\_\_\_\_\_\_\_\_ model, an organization can increase brand awareness or even generate sales by Web-based word-of-mouth marketing or promoting a product or service to other people. | viral marketing

Online group purchasing organizations are known as: | e-co-ops

Major barriers to EC include all of the following EXCEPT: | lack of technology

Which of the following is a technological limitation of EC? | Order fulfillment requirements of large-scale B2C.

A job opening in the Sales Department posted on the company's Intranet by the Human Resources Department is an example of: | B2E

Boeing designing a product together with a business partner is this type of interaction: | Collaborative Commerce

A corporation uses the Internal Revenue Service's Web site to learn how to pay its estimated quarterly income taxes. This is an example of: | G2B

The second-generation of Internet-based services that lets people collaborate and share information online is known as Web 2.0. An example of this is: | blogging

The digital enterprise shifts the focus from managing individual information resources such as devices, applications, and data to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that define the business and ultimately deliver value to customers and end users. | orchestrating the services and workflows

Many companies employ a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which is a gateway for customers, employees, and partners to reach corporate information and to communicate with the company. | corporate portal

is the process of buying, selling, or exchanging products, services, or information via computer networks. | Electronic commerce

refers to a broad range of business activities that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization | E-business

are organizations that conduct their business activities solely online. | Virtual (pure-play) organizations

are those that conduct some EC activities, usually as an additional marketing channel. | Click-and-mortar (or click-and-brick) organizations

EC can be conducted in an ... where buyers and sellers meet online to exchange goods, services, money, or information. | electronic market (e-marketplace)

is a corporate or government network that uses Internet tools, such asWeb browsers, and Internet protocols. | intranet

is a network that uses the Internet to link multiple intranets. | extranet

An EC model in which all of the participants are either businesses or other organizations is | business-to-business (B2B) e-commerce.

is an EC model in which businesses sell to individual shoppers. | Business-to-consumer (B2C)

is an EC model in which a business provides some product or service to a client business that maintains its own customers | Business-to-business-to consumer (B2B2C)

is an EC model in which EC transactions and activities conducted in a wireless environment. | Mobile commerce (m-commerce)

refers to M-commerce transactions targeted to individuals in specific locations, at specific times. | Location-based commerce (l-commerce)

is an E-commerce category that includes all internal organizational activities that involve the exchange of goods, services, or information among various units and individuals in an organization. | Intrabusiness EC

technology enables networked peer computers to share or swap data files, music, videos, software, and processing with each other directly. | Peer-to-peer (P2P)

is a public electronic market with many buyers and sellers. | exchange

Since 2001, no other company has had more of an impact on EC than | Google.

was coined by OReilly Media in 2004 to refer to a supposed second generation of Internet-based services that let people collaborate and share information online in new ways, such as social networking and wikis. | Web 2.0

chips are tiny tags can be implanted into humans or attached to products for tracking and identification purposes. | Radio frequency identification (RFID)

is a method of doing business by which a company can generate revenue to sustain itself. | business model

is the rapid production of customized products or services at a reasonable cost for a large number of customers. | Mass customization

is a description of how a company or an EC project will generate revenue. | revenue model

refers to the benefits, including the intangible, nonquantitative ones, that a company can derive from using EC. | value proposition

which involve bundling some goods and services together to provide more value than from offering them separately. | complementarities

is an arrangement whereby a marketing partner or individual refers consumers to the selling companys Web site. | Affiliate marketing

is a gateway through which employees, business partners, and the public can enter a corporate Web site. | corporate portal

The functions and efficiency of an e-market are the same as that of a physical marketplace. | False

The emergence of electronic marketplaces has resulted in lower information search costs for buyers and lower transaction and distribution costs for sellers. | T

Although both marketplaces and marketspaces can sell physical products, the marketspace also can sell digital products, which are goods that can be transformed to digital format and delivered instantly over the Internet. | T

Front end refers to the activities that support online order fulfillment, inventory management, purchasing from suppliers, payment processing, packaging, and delivery. | F

In marketing, an intermediary is a third party that operates between sellers and buyers. Intermediaries of all kinds offer their services on the Web. | T

WebMD, which is the largest U.S. medical services company, is known mainly for its webmd.com consumer portal, but its core business is being an e-intermediary. | T

The major B2B e-marketplaces are electronic storefronts, Internet malls, and exchanges. | F

A portal is an information gateway that attempts to address information overload by enabling people to search and access relevant information from disparate IT systems and the Internet, using advanced search and indexing techniques, such as Googles desktop. | T

Intermediaries are human or electronic agents that play an important role in EC by providing value-added services such as making payment arrangements to buyers and sellers. | T

Travelers using airline Web sites to book their flights directly without the use of travel agents is resulting in the reintermediation of travel agents. | F

Search engines not only search and match, but also have capabilities that can be used to perform routine tasks that require intelligence. | F

An electronic shopping cart is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | T

Shopping carts for B2B are fairly simple, but a shopping cart for B2C may be more complex. | F

An auction is a competitive process and market mechanism that uses a competitive process by which a seller solicits consecutive bids from buyers or a buyer solicits bids from sellers. | T

Negotiation and bargaining are two types of auctions where prices are not fixed, but rather are allowed to fluctuate as market supply and demand change. | F

Reverse auctions are bidding or tendering systems in which the buyer places an item for bid on a request for quote (RFQ) system; then potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins. | T

E-auctions are becoming less important selling and buying channels for companies and individuals | F

The major limitations of e-auctions are insufficient security, risk of fraud, and a limited pool of participants | T

A limitation of e-bartering for businesses is that excess capacity items such as office space, storage, factory space; idle facilities; and labor cannot be bartered. | F

Online negotiation can be facilitated by computer technology for the negotiation process and software agents for searches and comparisons. | T

Fundamentally, the success of the pure-play jewelry e-tailer Blue Nile was due to the companys use of Internet technologies to: | offer lower prices than competitors

Traditional and electronic markets have three main functions, which include each of the following EXCEPT: | transforming raw materials into finished products.

Digital products have different cost curves than those of regular products because: | in digitization, most of the costs are fixed, and variable costs are very low.

The portion of an e-sellers business processes through which customers interact, including the sellers portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway is referred to as the \_\_\_\_\_\_\_\_\_\_\_\_\_ of the business. | front end

All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is termed the\_\_\_\_\_\_\_ of the business. | back end

An electronic storefront includes several mechanisms that are necessary for conducting the sale. The most common mechanisms include each of the following EXCEPT: | a supply chain

Finding relevant and accurate information is often time-consuming and requires access to multiple systems causing organizations to lose a lot of productive employee time. One solution to this problem is the use of: | portals.

A type of broker that helps consumers compare different stores is a: | shopping facilitator.

Human or electronic intermediaries attempt to address each of the following limitations of direct interaction EXCEPT: | product distribution.

The elimination of various types of agents that mediate between buyers and sellers, such as travel and insurance agents, is referred to as: | disintermediation

A mode is purchasing where prices are negotiated or discounted is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which refers to nonfixed prices, such as those in auctions or stock markets. | dynamic pricing

Although used occasionally in B2C commerce, customized catalogs are especially useful in B2B e-commerce for each of the following reasons EXCEPT: | Intranets, in particular, can deliver customized catalogs to different business customers.

A \_\_\_\_\_\_\_\_\_\_\_\_ has capabilities that can be used to perform routine tasks that require intelligence such as providing customers with assistance based on their movements on a Web site | software agent

Popular search engines include all of the following EXCEPT: | MSN

EC competition is very intense because online transactions enable each of the following EXCEPT: | Higher prices because of a greater number of potential buyers.

Which of the following statements about differentiation and personalization is not correct? | Products must be differentiated for perfect competition.

It can be said that competition between companies is being replaced by competition between \_\_\_\_\_\_\_\_\_\_\_ . | networks

The Internet has influenced industry structures in each of the following ways EXCEPT | Increases differences among competitors whose offerings are kept proprietary.

Impacts of e-marketplaces on B2C direct marketing include all of the following EXCEPT: | Brand images for new companies have become more difficult to establish.

One of the major benefits of e-markets is the improvement in supply chains with the creation of a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | hub-based chain

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provides customers with exactly what they want, when and where they want it. Effective communication between the supply chain and the factory floor is needed to make it happen | Demand-driven manufacturing

is a virtual marketplace in which sellers and buyers meet and conduct different types of transactions | e-marketplace

is a marketplace in which sellers and buyers exchange goods and services for money or for other goods and services, but do so electronically. | marketspace

is typically a third party that operates between sellers and buyers | intermediary

is the portion of an e-sellers business processes through which customers interact, including the sellers portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway. | front end

refers to a single companys Web site where products and services are sold. | storefront

are online markets owned and operated by a single company. | Private e-marketplaces

is a single point of access through a Web browser to critical business information located inside and outside of an organization | information portal

are portals that offer fairly routine content for broad audiences and are the most popular portals on the Internet; e.g., yahoo.com, aol.com, and msn.com. | Commercial (public) portals

E-marketplaces, especially for B2B and mega B2C such as Amazon.com may be plagued by | information overload

In cyberspace, there are intermediaries that provide and/or control information flow. These electronic intermediaries are known as | infomediaries.

is a company that facilitates transactions between buyers and sellers. | broker

is the elimination of intermediaries between sellers and buyers. | Disintermediation

is a computer program that can access databases of Internet resources, search for specific information or keywords, and report the results | search engine

refers to prices that are not fixed, but that are allowed to fluctuate as supply and demand in a market change | Dynamic pricing

refers to the conduct of e-commerce via wireless devices or from portable devices. | Mobile commerce

is an m-commerce application targeted to a customer whose preferences and needs and location (e.g., using GPS) are known in real time. | Location-based commerce

Because of these interrelationships, the business model of the Internet economy has been called the | Internet ecosystem

involves providing a product or service that is unique and not available elsewhere | Differentiation

is a model devised by Porter that says that five major forces of competition determine industry structure and how economic value is divided among the industry players in an industry; analysis of these forces helps companies develop their competitive strategy. | competitive forces model

offer two-way video, on-the-fly interaction, and application sharing. Such systems provide for interactive remote instruction systems, which link sites over a high-speed intranet. | E-learning systems

The amount and percentage of goods and services sold on the Internet is increasing rapidly, despite the failure of many dot-com companies. | T

A retailer is a sales intermediary, a seller that operates between manufacturers and customers. | T

Consumer electronics, including cell phone sales, are the largest category of online retail. | F

Jewelry sales over the Internet is just beginning, but could be one of the top sellers on the Internet in the near future. | F

Offline transactions are somewhat influenced by research conducted online, with approximately one-third of online shoppers reporting that they used the Internet to research and influence their offline shopping choices. | F

Evidence indicates that the basic principles that apply to retail success do not apply to e-tail success. | F

Offering quality merchandise at good prices, coupled with excellent service, and cross-channel coordination and integration in which customers can almost seamlessly operate between the online and physical environments of a business are also important elements in successful e-tailing. | T

Goods with the following characteristicguarantee provided by highly reliable or well-known vendorsare expected to facilitate higher sales volumes. | T

A business model is an analysis of the organizations customers and, from that, a discussion of how that organization will achieve profitability and sustainability by delivering goods and services to those customers. | T

Direct marketing describes marketing that takes place offline between manufacturers and retailers. | F

Virtual or pure-play e-tailers are firms that sell directly to consumers over the Internet without maintaining a physical sales channel. | T

Specialized businesses operate in a very narrow market and would find it difficult to survive in the physical world because they would not have enough customers or could not hold the variety of stock. | T

All click-and-mortar retailers started life as a traditional storefront with a physical retail presence only and over time adopted an online transactional capability as well (brick only to brick-and-click). | F

In todays digital economy, click-and-mortar retailers sell via stores, through voice phone calls to human operators, over the Internet through interactive Web sites, and by mobile devices. | T

Although there are practical advantages to being an e-tailer, such as lower overhead costs, it has many drawbacks and barriers so the winners in many market segments will be companies that use the click-and-mortar approach. | T

Online travel services have high margins because of their multiple revenue models including commissions, revenue from advertising, lead-generation payments, consultancy fees, subscription or membership fees, and revenue-sharing fees. | F

In general, online real estate is replacing existing real estate agents in most markets. | F

Many insurers are using a dual distribution strategy, by adding online distribution of standard products to their traditional agency distribution system. | T

From a bank's perspective, online banking offers a cheap alternative to branch banking as well as a chance to enlist customers in remote areas. | T

Egghead.com realized a substantial reduction in operating costs and inventory costs by eliminating its brick-and-mortar stores and becoming a pure-play in e-commerce. | T

In implementing a successful click-and-mortar strategy, a company must make sure that whether a customer establishes contact through face-to-face encounters with store personnel or through the Web page, the information and service received is consistent. | T

Investors in e-tailers which report small losses on each unit sold should not be concerned because the huge volume of business available online should more than offset these small marginal losses. | F

Cybermediation occurs at Web sites that use intelligent agents to facilitate intermediation. | T

Channel conflict occurs when adding an online distribution channel causes problems with existing distribution channels. | T

Amazon.com experienced all of the following EXCEPT: | The companys financial success has been assured.

According to data from eMarketer, approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shop online and/or research offline-sales online. | three in four Internet users age 14 and over

All of the following categories have already been selling well online EXCEPT: | new cars

Important trends in B2C EC include all of the following EXCEPT: | the Internet will influence approximately 25 percent of all retail sales by 2010.

With all else being equal in the online environment, goods with any of the following product characteristics are expected to facilitate greater online sales EXCEPT: | Relatively expensive items.

Sears marketing strategy would best be described as: | a click-and-mortar strategy.

In direct marketing: | customers are contacted directly without the help of intermediaries.

An online seller of travel services that generates revenue by charging fees for its services is an example of a(n): | transaction broker.

A company that creates and manages many-to-many markets is called a: | market maker.

In an e-market, Federal Express is an example of a(n): | service provider.

All of the following are potential sources of revenue for online independent travel agents EXCEPT: | direct marketing revenues.

Which of the following is true of virtual banks? | Virtual banks have no physical location.

are customers who are willing to shop online because they dislike going to grocery stores. | Shopping avoiders

are extremely busy customers willing to shop online in order to free up time. | Time-starved customers

are those who are young and comfortable with technology. | New technologists

All of the following are examples of interactive entertainment EXCEPT: | purchasing theatre tickets online.

are gateways to storefronts and e-malls. | Shopping portals

Software tools that scout the Web for stores that sell similar items at low prices are called: | Shopbots.

are sites that evaluate and verify the trustworthiness of e-tailers | Trust verification sites

The TRUSTe seal is an example of: | a trustmark.

Charles wants to buy a John Lennon lithograph over the Internet, but he is unwilling to pay for it until he inspects it to ascertain authenticity. The auction site through which he purchases the painting agrees to hold his money until he tells them to release it to the seller. This is an example of: | an escrow service.

A software agent that surveys user's reading interests, then uses machine learning to find new Web pages and news articles using neural-network-based collaborative filtering technology is called: | a learning agent.

A traditional brick-and-mortar store with a mature Web site uses a click-and-mortar strategy to do all of the following EXCEPT: | reduce refunds and exchanges.

The original click-and-mortar strategy used by Toys R Us failed, as did the original toy venture of Amazon.com. Afterwards, Toys R Us sold toys online through Amazon.com. This is an example of: | an alliance of a pure-player with a traditional retailer.

DeFreshFish has been in business for ten years selling custom fishing lures to local fishermen through its store in a shopping mall. The company's owners are considering opening a Web site and selling their products internationally. One new risk they will face in going from a brick-and-mortar strategy to a click-and-mortar strategy is: | the risk associated with trying to comply with conflicting rules and regulations in many different locales.

The single factor that will determine which intermediaries continue to exist and which are replaced is: | the addition of value-added services by the intermediary

Retailing conducted over the Internet is called | electronic retailing.

are firms that conduct retail business online. | E-tailers

such as Amazon.com, are firms that sell directly to consumers over the Internet without maintaining a physical sales channel. | Pure-play e-tailers

is a combination of both the brick-and-mortar retailer and an online transactional Web site. | click-and-mortar retailer

are retailers who conduct business in the physical world, in traditional stores. | Brick-and-mortar retailers

A firm that operates both physical stores and an online e-tail site is said to be a click-and-mortar business selling in a | multichannel business model.

are meta-search engines that search a range of related sites or search engines, seeking the best product or service for a particular consume. | Travel bots

emulate the work and behavior of human agents in executing organizational processes, such as travel authorization, planning, or decision making. | Software (or intelligent) agents

The major risk of online trading is | security.

refers to various banking activities conducted from home or the road using an Internet connection. | Electronic (online) banking

Whether the delivery is made by company-owned vehicles or is outsourced to a carrier, an express delivery model is referred to as an | on-demand delivery service.

are gateways to storefronts and e-malls that may be comprehensive or niche oriented. | Shopping portals

(or shopbots) are tools that scout the Web for consumers who specify search criteria. | Shopping robots

hope that consumers will use the trustmark seal as an assurance and as a proxy for actual research into their conduct of business, privacy policy, and personal information protection. | TRUSTe

The trouble with most virtual e-tailers is that they | lose money

refers to the removal of organizations or business process layers responsible for certain intermediary steps in a given supply chain. | Disintermediation

is the process whereby intermediaries, either new ones or those that had been disintermediated, take on new intermediary roles. | Reintermediation

old economy processes will be broken into specialized segments that can be delivered by specialized intermediaries. | unbundling

refers to any situation in which direct competition and/or damage caused by bypassing a former existing channel partner is perceived to have resulted from the introduction of a new, often online, channel. | Channel conflict

EC offers companies new opportunities to test prices and make prices more precise, which are referred to as | optimal prices.

A large e-tailer, such as Amazon.com, for example, uses all of these services and also employs auction services, payments services, logistics support, and more. This phenomenon is called | hypermediation

The Internet has created a large demand for personalized products and services. Manufacturers can meet that demand by using a | mass customization

An e-tailer can use cookie files and other technologies to track the specific browsing and buying behavior of each consumer. With that information, the e-tailer can create a marketing plan tailored to that consumers pattern by showing items of interest or offering incentives that appeal to that consumers sense of value, which is referred to as | personalization.

Merchants can study and find out what customers want through | market research.

Netflix implemented intelligent agents in its movie recommendation service called Cinematch to help customers select movies they would like to watch and to better manage its inventory. | T

Finding and retaining customers is a major critical success factor for most offline and online businesses. | T

One of the keys to building effective customer relationships is an understanding of intelligent agents. | F

The purpose of a consumer behavior model is to help firms understand how a consumer makes a purchasing decision to be able to influence that decision through advertising, special promotions, or other marketing method. | T

Individual buyers do most of the actual shopping in cyberspace in terms of dollar volume of sales. | F

Purchases by governments, private corporations, resellers, and other organizational buyers often are used to create other products or services by adding value to them. | T

Personal characteristics of customers, such as age and income, are independent variables, which are uncontrollable variables for EC companies . | T

Customers rarely browse online stores if they do not intend to buy. | F

According to Internet statistics, 67 percent of consumers abandoned their shopping carts because of the lack of satisfactory product information. | T

The two most cited reasons for abandoning a shopping cart and not making the purchase are shipping charges and security concerns. | F

Social factors such as customer endorsement strategies and word-of-mouth are independent variables that play an important role in EC shopping and purchases. | T

Prices, advertising, promotions, and logistics are intervening variables that can be controlled by vendors. | T

Buying decisions are the dependent variables because these decisions depend on the independent and intervening variables. | T

An objective of conducting market research is to understand the relationships between dependent and intervening variables so that vendors can make informed decisions on the intervening variables. | T

In the consumer decision-making process, the buyer is the person who ultimately makes the buying decision. | F

When Chaplins auto lease is about to expire, he decides it is time to buy a new car. This imbalance between a desired state and an actual state is called need identification. | T

In the decision-making process, virtual catalogs and links to external sources support the evaluation and selection phase of that process. | F

Mass marketing is an approach to marketing that treats each customer in a unique way such as fitting advertising to the customers profile and needs. | F

Selling as many products as possible to one customer over a long period of time and across different product lines to maximize customer value is known as relationship marketing. | T

Segmentation refers to the matching of services, products, and advertising content to individuals and their preferences. | F

A user profile defines customer preferences, behaviors, and demographic traits of a particular customer. | T

A cookie is a data file that is placed on a users hard drive by a remote Web server only when the users gives full consent to collect information about the users activities at a site. | F

Attracting and retaining loyal customers is the most important issue for e-tailers because customer loyalty can lower marketing and advertising costs, transaction costs, customer turnover expenses, and failure costs such as warranty claims. | T

Building consumer trust in EC can be achieved through integrity, which is a users confidence in the ability of the online store to fulfill its promises such as a money-back guarantee. | T

Clickstream data provide a trail of a users activities in a Web site including a record of the users browsing patterns of every page of every Web site the user visits, how long the user remained on a page, and even the e-mail addresses of mail that the user sends and receives. | T

According to the EC consumer behavior model, personal characteristics and environmental characteristics are classified as: | independent variables

The major environmental variables influencing EC purchasing are: | social, cultural, community, regulatory, political, and legal.

Pricing, technical support, and logistics support are several of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that can be controlled by EC vendors and sellers | intervening variables

Because online buyers decisions depend on numerous independent and intervening variables, decisions made by customers are classified as: | dependent variables

Marketing and advertising approaches has evolved from mass marketing to market segmentation to one-to-one marketing. This evolution occurred because: | the Internet enabled companies to better communicate with customers and understand their needs and buying habits.

The core of the new marketing model consists of: | customer relationships.

Personalization and user profiling strategies include each of the following EXCEPT: | Segmenting the market based on demographics.

The two key factors limiting the use of personalization to more precisely target marketing efforts to individual customers are: | privacy and trust issues.

By increasing customer loyalty, EC companies can achieve each of the following benefits EXCEPT: | lower resistance to competitors.

What has been the impact of the introduction of EC on customer loyalty in general? | Loyalty has decreased because of customers ability to shop, compare, and shift vendors.

According to research, customer satisfaction with an Internet store: | drops dramatically when certain Web site features fail to perform properly, such as the contents reliability, loading speed, or usefulness.

Issues related to trust in EC include all of the following EXCEPT: | As a result of trust-transference programs through portal affiliation, seal of approval programs, online shopping communities, and customer endorsements, customers are fully confident in online purchasing transactions.

Procter & Gamble (P&G) used the Internet in the new product development of Whitestrips, a teeth-brightening product. Based on this experience, P&G: | reduced the time-to-market from concept to market launch by approximately two years.

All of the following are correct about market research methods EXCEPT: | Direct mail marketing methods are usually cost-effective.

According to Inmon, B2C clickstream data can reveal information each of the following EXCEPT: | What goods the customer wanted to but could not find.

Once a company knows a consumers preferences, the company can predict, without asking the consumer directly, what other products or services that consumer might enjoy through \_\_\_\_\_\_\_\_\_\_\_. | collaborative filtering

Limitations of online research methods are all of the following EXCEPT: | E-mail surveys have the lowest response rate.

Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by adding new customers or products include all of the following EXCEPT: | through direct mail campaigns

The Internet introduced the concept of \_\_\_\_\_\_\_\_\_\_\_\_\_\_, which has enabled marketers and advertisers to interact or communicate directly with customers and consumers can interact with marketers/advertisers. | interactive marketing

The major disadvantage of banners is \_\_\_\_\_\_\_\_\_\_\_\_\_\_. | their cost

A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a type of pop-up ad that appears after a user clicks a link and remains while content is loading to capture the users attention for a short time, either as a promotion or a lead-in to the sites homepage or to advertise a product or a service. | interstitial

A(n) \_\_\_\_\_\_\_\_\_\_\_\_ is an HTML coding statement that describes the content of a Web page and is used by search engines to index the sites content so that it can be found. | meta-tag

Advertising in chat rooms, blogs, or social networks can achieve each of the following EXCEPT: | They improve a companys search engine ranking.

is a marketing strategy in which customers agree to accept advertising and marketing materials, known as opt-in. | Permission advertising

is marketing that treats each customer in a unique way to fit marketing and advertising with the customers profile and needs. | One-to-one marketing

refers to the practice of promoting a product or service to a subset of customers or prospects. | Market segmentation

The process of dividing a consumer market into logical groups for conducting marketing research and analyzing personal information is | market segmentation.

refers to the matching of services, products, and advertising content to individuals and their preferences. | Personalization

which is a data file that is stored on the users hard drive, frequently without disclosure or the users consent. | cookie

refers to a customers loyalty to an e-tailer or a manufacturer that sells directly online or to loyalty programs delivered online or supported electronically. | E-loyalty

is the psychological status of depending on another person or organization to achieve a planned goal. | Trust

records user activities at a companys Web site. | transaction log

Customer movements on the Internet are known as | clickstream behavior

are tiny graphics files embedded in e-mail messages and in Web sites that transmit information about users and their movements to a Web server. | Web bugs

Software that gathers user information over an Internet connection without the users knowledge is known as | spyware.

refers to the use of data mining techniques for discovering and extracting information from Web documents. | Web mining

is one of an individuals unique physical or behavioral characteristics that an individuals unique can be used to identify an individual precisely. | biometric

The Internet introduced the concept of which has enabled marketers and advertisers to interact directly with customers. | interactive marketing

is a characteristic that influences the average length of time a visitor stays in a site. | Stickiness

Specialized firms that offer customized Web advertising, such as brokering ads and targeting ads to select groups of consumers are known as | advertising networks.

are markets in which companies can trade or exchange placement of banner ads on each others Web sites. | Banner exchanges

is the practice of using games, particularly computer games, to advertise or promote a product, an organization, or a viewpoint. | Advergaming

A free Internet news service that broadcasts personalized news and information, including seminars, in categories selected by the user is known as | Webcasting.

are third-party vendors that conduct promotions, especially large-scale ones. | Admediaries

is an advertising strategy in which customers agree to accept advertising and marketing materials. known as opt-in. | Permission marketing

Methodology and software that enable organizations to perform a variety of activities involved in Web advertising, such as tracking viewers and rotating ads is known as | ad management.

is an approach aimed at making the humancomputer interface more natural. | Social computing

Animation characters that can talk are known as | chatterbots.

General Motors B2B initiatives successfully enable the auto giant to reduce inventory cost, minimize operational problems, and shorten procurement processes. | T

Business-to-business e-commerce is also known B2B and refers to transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks. | T

The major characteristic of B2B commerce is that companies attempt to electronically automate trading, communication, and collaboration processes in order to improve them, which cannot be done without the Internet. | F

Supply chain improvements and collaborative commerce are a basic type of B2B which has a hub manager for supply chain improvements, communicating, collaborating, and information sharing. | T

B2B EC transactions that involve one seller selling to many buyers is called an exchange. | F

Since business-to-consumer (B2C) transactions are segments in the supply chain, they should be examined in light of other supply chain activities such as manufacturing, procurement, shipments, and logistics. | F

Supply chain activities usually involve communication and collaboration. | T

With B2B2C, a business sells to a business, but also delivers small quantities to customers of the buying business. | T

Intermediaries in B2B commerce, which may be virtual or click-and-mortar intermediaries, are third parties that broker transactions between buyers and sellers. | T

The purchase of goods and services as they are needed, usually the purchase of commodities at prevailing market prices, is referred to as demand buying. | F

Examples of direct materials for a food processing company are computers and communication devices. | F

MRO stands for maintenance, repair, and operation which refer to indirect or nonproduction materials that support the production process. | T

Markets that focus on providing materials or products that are used in various types of industries are known as horizontal marketplaces. | T

Purchases of goods or services that are based on short-term contracts and frequently purchased in large quantities are known as strategic sourcing. | F

Joining a public e-marketplace provides a business with greater buying and selling capabilities, but the tradeoff is lower supply chain power. | T

B2B can increase the efficiency and effectiveness of supply chains or dramatically change the supply chain by eliminating one or more intermediaries. | F

Companies that choose an intermediary to do their buying and selling will have high supply chain power and buying/selling capabilities. | T

Transaction fees for B2B financial services are higher than for most other methods. | F

Companies will often separate B2C orders from B2B orders because those types of orders have different order-fulfillment processes and different pricing models. | T

By using the Internet and automatic-response software agents for customer service, companies have been able to reduce their customer service costs by up to fifty percent. | F

Forward auctions expand online sales and offer businesses a new venue for quickly and easily disposing of excess, obsolete, and returned products. | T

Strategic sourcing requires a holistic process that automates the entire sourcing process, including order planning, RFQ creation, bid evaluation, negotiation, settlement, and order execution. | T

A large organizations can develop an effective procurement system by creating an internal marketplace that combines the catalogs of all its approved suppliers into a single internal electronic catalog, which is searched for product availability and delivery times. | T

With a bartering exchange, a company submits its surplus to the exchange and receives points of credit, which the company can then use to buy items that it needs. | T

In the real world, negotiations are done primarily electronically and with negotiation support tools. | F

B2B transactions that involve communication, design, planning, information sharing, and activites beyond financial transactions among business partners is referred to as \_\_\_\_\_\_\_\_\_\_\_\_. | collaborative commerce

The purchase of goods and services as they are needed, usually at prevailing market prices is referred to as: | spot buying

Purchases of goods and services based on long-term contracts is referred to as. | strategic sourcing

can be supported more effectively and efficiently through direct buyerseller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges. | Strategic purchases

What are the two types of materials and supplies that are traded in B2B? | Direct and indirect.

The \_\_\_\_\_\_\_\_\_\_\_\_\_ consists of a number of interrelated subprocesses that extend from the acquisition of materials from suppliers to packaging it and moving it to distributors and retailers. | supply chain

The major B2B services include each of the following EXCEPT: | Retail

Which of the following is not one of the major benefits of B2B? | Enables customized online catalogs with the same prices for different customers.

\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when B2B eliminates a distributor or a retailer. | Disintermediation

In a sell-side e-marketplace, a business sells products and services to business customers, frequently over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | an extranet

Companies will usually separate B2C orders from B2B orders because B2C and B2B orders have different \_\_\_\_\_\_\_\_\_\_\_\_\_. | order-fulfillment processes and different pricing models

By using the Internet and automatic-response software agents, GE reduced the cost of customer service calls from $5.00 per call when done by phone to \_\_\_\_\_\_ per electronically answered call. | $0.20

Some of the benefits of a(n) \_\_\_\_\_\_\_\_\_\_\_ are that distributors can check inventory, make transactions, and look up the status of their orders significantly reducing the number of phone calls, e-mails, and incorrect product shipments. | extranet-based order-entry tool

In selling directly, manufacturers may encounter a similar problem to that of B2C, namely \_\_\_\_\_\_\_\_\_\_\_ with the regular distributors, including corporate dealers. | channel conflict

One of the major problems facing direct sellers is \_\_\_\_\_\_\_\_\_\_\_\_\_\_. | how to find buyers

The Cisco Connection Online (CCO) Web site receives over 2 million hits per month for technical assistance, ordering, order checking, or software downloads. This online service had been so well received that nearly \_\_\_\_\_\_\_\_\_ percent of all customer service inquiries and \_\_\_\_\_\_\_\_\_ percent of software updates are delivered online. | 85 / 95

Companies use \_\_\_\_\_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to easily dispose of excess, obsolete, and returned products. | forward auctions

Benefits of using a third-party hosting company for conducting B2B auctions instead of developing an auction site in-house include all of the following EXCEPT: | Time-to-market of several weeks.

A company-based acquisition site that uses e-procurement methods such as reverse auctions, negotiations, or group purchasing, to overcome the manual searching of e-stores and e-malls is referred to as a(n): | buy-side e-marketplace

Major implementation challenges that companies must consider when planning e-procurement initiatives include all of the following EXCEPT: | Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes.

Because conducting reverse auctions in B2B can be a fairly complex process, a(n) \_\_\_\_\_\_\_\_ may be essential. | open RFQ

The aggregation of suppliers catalogs on the buyers server to make it easier to centralize and control all procurement is called a(n): | internal procurement marketplace

In general, the benefits of contract-management software include all of the following EXCEPT: | Reduces contract-related risks.

refers to transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks. | Business-to-business e-commerce (or B2B)

are markets in which the individual sell-side or buy-side company has complete control over participation in the selling or buying transaction. | Private e-marketplaces

are many-to-many e-marketplaces in which many buyers and many sellers meet electronically to trade with each other. | Exchanges

is the purchase of goods and services as they are needed, usually at prevailing market prices. | Spot buying

are markets that deal with one industry or industry segment such as steel or chemicals. | Vertical marketplaces

are markets that concentrate on a service, product, or materials that are used in various types of industries such as office supplies or PCs. | Horizontal marketplaces

one company sells to many business buyers from e-catalogs or auctions, usually over an extranet. | sell-side e-marketplace

is a corporate-based acquisition site that uses reverse auctions, negotiations, group purchasing, or other e-procurement method. | buy-side e-marketplace

refers to the planning, organizing, and coordination of all the management activities pertaining to the purchasing of goods and services needed to accomplish the mission of an enterprise. | Procurement management

The procurement inefficiency refers to the unplanned purchases of items needed quickly, often at non-negotiated higher prices. | maverick buying

The electronic acquisition of goods and services for organizations is | e-procurement.

refers to the process and tools that enable any activity in the sourcing process to be done electronically, including identifying new suppliers for a specific category of purchasing requirements. | E-sourcing

is a tendering (bidding) system in which suppliers are invited to bid on the fulfillment of an order and the lowest bid wins. | reverse auction

is an invitation to participate in a tendering (bidding) system. | request for quote (or RFQ)

Microsoft built its internal marketplace, named for the procurement of small items. | MS Market

, orders from several buyers are combined into volume purchases so that better prices can be negotiated. | group purchasing

a company submits its surplus to the exchange and receives points of credit, which the company can then use to buy items that it needs. | bartering exchange

is the electronic transfer of specially formatted standard business documents, such as bills, orders, and confirmations, sent between business partners. | Electronic data interchange (or EDI)

are private, third-party-managed common carriers that provide communications services and security and which are used to implement traditional EDI systems. | Value-added networks (or VANs)

is a standard used to improve compatibility between different systems of business partners by defining the meaning of data in business documents. | extensible markup language (or XML)

is a flexible language for capturing financial information throughout a business information processes, which makes the analysis and exchange of corporate information more reliable and easier to facilitate. | XBRL (or eXtensible Business Reporting Language)

is a general-purpose architecture that enables distributed applications to be assembled from a Web of software services in the same way that Web sites are assembled from a web of HTML pages. | Web services

help customers do comparison-shopping in B2C by collecting data from multiple sellers sites. | Software agents (or intelligent agents)

will play a major role in facilitating B2B because it makes it easier to meet the demands of business customers and channel partners. | Web Services

Public exchanges are many-to-many marketplaces that are open to all interested sellers and buyers and usually run by third parties. | T

One major characteristic of all exchanges is that they are electronic trading-community meeting places for a single seller and many buyers, and possibly for other business partners. | F

In electronic exchanges and traditional open-air marketplace, buyers and sellers can interact and negotiate prices and quantities. | T

Dynamic pricing refers to the rapid movement of prices over time and possibly across customers as a result of supply and demand matching, as in auctions. | T

MSN or Yahoo! are types of exchanges that generate revenue through membership fees. | F

Thomas Register is basically a directory for buyers using search engines because it does not offer any opportunity for trade or transactions on its site. | F

Alibaba China is Chinas largest online marketplace for both domestic and international trade among businesspeople and a trusted community of members who regularly meet, chat, search for products, and do business online. | F

To increase their financial viability, third-party exchanges try to partner with large sellers or buyers, financial institutions that provide payment schemes, or logistics companies to cut costs or increase market liquidity. | T

Market liquidity refers to the degree to which a product or service can be bought or sold in a marketplace without significantly affecting its price. | T

Agentrics is the worlds largest B2C exchange for retailers, such as Sears and Best Buy, whose objective is to simplify and automate supply chain processes. | F

Two major models of third-party exchanges are supplier aggregation and buyer aggregation. | T

For all types of e-marketplaces, the most important key to the success of any third-party exchange is the critical mass of buyers and sellers. | T

A consortium trading exchange (CTE) or consortia is most appropriate for fragmented markets with large numbers of both buyers and sellers. | F

The Global Transportation Network (GTN) provides participating carriers and customers with significant cost savings because it frees individual carriers from the huge capital costs of advanced technologies. | T

Purchasing-oriented (procurement) consortia have not yet been a successful or popular B2B consortium model. | F

Because of their large number of buyers and sellers, B2B exchanges and other e-marketplaces do not face anti-trust or other competition laws. | F

A B2B consortium has the potential to reduce prices of individual products, thus enabling and encouraging consortium members to buy more. | T

Dynamic trading is trading that occurs in situations in which prices are determined by supply and demand, therefore changing continuously. | T

The strategy of providing comprehensive, quality e-service for business partners is called customer relationship management (CRM). | F

Because of the complexity in building large e-marketplaces and exchanges, it is usually performed by a major B2B software company, such as Ariba or IBM, and a management consulting company, such as PricewaterhouseCoopers, usually participates. | T

buyer (buyers industrial network) or by only one seller (sellers industrial network), and they may not be open to all. | T

In B2B exchanges, software agents can facilitate management of multiple trading partners and their transactions across multiple virtual industry exchanges. | T

Good management and effective operations and rules are critical to the success of B2B exchanges because good governance provides the rules for the exchange, minimizes conflicts, supports decision making, and tries to induce the necessary liquidity. | T

Before the Internet, the trading process for raw and partially processed chemicals, plastics, and fuel oil was each of the following EXCEPT: | disintermediated

ChemConnect is an example of a successful e-exchange with: | many buyers and many sellers.

A third party that operates an exchange and in many cases, also owns the exchange is known as a(n): | market maker

In the context of EC, \_\_\_\_\_\_\_\_\_\_\_\_ are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners. | exchanges

From 2001 to 2006, a majority of e-exchanges: | folded due to a lack of customers, cash, or both.

An exchange whose members are in one industry or industry segment and that trades only in materials/services unique for that industry is referred to as a(n): | vertical exchange

An exchange that handles materials used by companies in different industries is referred to as a(n): | horizontal exchange

Light bulbs and office supplies might be purchased in a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by both an automaker and a steelmaker. | horizontal exchange

In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the prices are usually dynamic and are based on changes in supply and demand. | spot sourcing

In \_\_\_\_\_\_\_\_\_, the prices are usually negotiated or fixed. | strategic sourcing

Spot sourcing of direct materials takes place: | in vertical exchanges.

In spot-sourcing, prices are: | dynamic and set based on supply and demand.

In an exchange where plastic components are bought and sold, the market maker collects money from the buyer, and releases it to the seller once successful delivery is completed. This is an example of: | transaction facilitation.

In an exchange where plastic components are bought and sold, the market maker purchases a new server that will be used to conduct auctions. This is an example of: | maintaining exchange infrastructure.

A market maker evaluates an exchange between a buyer in the United States and a seller in Spain to ensure that import laws for the U.S. are followed. This is an example of the market maker: | maintaining exchange policies and infrastructure.

In the consortia model: | several industry players come together to establish the exchange for the benefit of all.

The exchange model in which a third party sets up the exchange and promises to run it efficiently and without bias is called the: | neutral entrepreneur model.

An exchange charges an annual fee of $25,000 for all parties who want to trade in the exchange. The revenue model in use by this exchange is the: | membership fee model.

A market maker charges a percentage on every buy and sell made in the exchange. The revenue model in place in this exchange is the: | transaction fee model.

A market maker bills a buyer for reviewing several seller contracts and making a recommendation on what to buy and from whom. The revenue model being used in this example is the: | fee for service model.

All of the following are potential sources of revenue for an exchange EXCEPT: | shipping and handling fees.

When membership fees are the basis for revenue generation in an e-exchange, it has been shown that: | low membership fees often result in losses to the exchange,; however, high fees discourage participation.

The concept of liquidity for a B2B exchange is the: | number of buyers and sellers in a market.

The exchange model in which RFQs are aggregated then linked to a pool of suppliers who are notified automatically of the RFQ is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ model. | buyer aggregation

Markets in which several large sellers sell to a large number of buyers are called: | seller-concentrated markets.

Attracting large business sellers to public exchanges is often difficult for all of the following reasons EXCEPT: | advertising costs in public exchanges are very expensive.

In dealing with exchange members, the management of the exchange should: | make certain that the exchange is neutral in its dealings with all members.

The most attractive industries for a vertical exchange are characterized by: | many fragmented buyers and sellers.

Brand building is important in B2B exchanges because: | it is easy for exchange members to change to another exchange.

Using tunneling technology to improve security of communication over the Internet is called: | virtual private network (VPN).

are trading venues open to all interested parties (many sellers and many buyers) that use a common technology platform and that are usually run by third parties or industry consortia. | Public e-marketplaces (or public exchanges or exchanges)

At the center of every exchange is a the third party that operates the exchange and, in many cases, may also own it. | market maker

is an exchange whose members are in one industry or industry segment. It trades only in materials/services unique for that industry. | vertical exchange

is an exchange that handles materials used by companies in different industries. | horizontal exchange

refers to the rapid movement of prices over time and possibly across customers, as a result of supply and demand matching. | Dynamic pricing

A good example of dynamic pricing occurs in where prices vary and final prices are determined by the forces of supply and demand. | auctions

is a many-to-many marketplace owned by one company. | private exchange

has one seller and many buyers, or one buyer and many sellers. | A private marketplace

is one type of exchange in which several industry players collaborate to build an exchange so that all can benefit. | A consortium (or co-op)

Exchanges, like all organizations, require | revenue

are information portals for businesses | B2B portals

is a directory of over 700,000 manufacturers and distributors from 28 countries | Thomas Global (thomasglobal.com)

are becoming a necessity in many industries due to the information glut. | Specialized search engines

is the degree to which something can be bought or sold in a marketplace without significantly affecting its price. | Market liquidity

is one of the two major models of third-party exchanges where distributors standardize, index, and aggregate suppliers catalogs and make them available to buyers in a centralized location. | supplier aggregation model

is an exchange formed and operated by a group of major companies in an industry to provide industrywide transaction services. | consortium trading exchange

which are the most popular type of B2B consortium, consist of a group of companies that join together to streamline purchasing processes. | Purchasing-oriented consortia

is a business strategy that focuses on providing comprehensive quality service to business partners. | Partner relationship management

is a business strategy that focuses on managing an enterprises interactions with its suppliers. | Supplier relationship management

Also known as private industrial networks are Web-based networks owned by one large seller or buyer for inter-organizational communications. | company-centered networks

A special network model that enables transindustry collaboration is the which connects all Internet business services. | business-to-exchange (or B2X)

that monitors traffic on a B2B exchange and takes appropriate actions when needed, such as sending an alert to management when traffic is too heavy or routing traffic to other places. | software agent

One of the factors that influence the success of a B2B exchange is which provides the rules for the exchange, minimizes conflicts, and supports decision making. | governance

One of the factors that has led to the failure of initial B2B exchanges was the failure of these marketplaces to foster a broad-based sharing of | information

Researchers believe that the use of technology to facilitate collaboration among trading partners will help the expansion of the exchanges. | wireless

Although a companys success is clearly dependent on finding and retaining customers, its success may be far more dependent on what is behind the Web page than on what is on the Web page. | T

It has been well known for generations that the success of many private, public, and military organizations depends on their ability to manage the flows of materials, information, and money, which is referred to as the product life cycle. | T

Supply chain problems can cause delays, products not being where they are required at the right time, customer dissatisfaction, lost sales, and high expenses that result from fixing the problems once they occur. | T

The term supply chain comes from the concept of how systems and processes within an organization are linked together. | F

A supply chain involves activities that take place during the entire product life cycle, from dirt to dust. | T

A supply chain can be broken into three major parts: upstream, internal, and downstream. | T

The downstream part of the supply chain includes the activities of a company with its suppliers, which can be manufacturers, assemblers, or both, or service providers, and their connections with their suppliers. | F

In the internal part of the supply chain, the major concerns are production management, manufacturing, and inventory control. | T

In the upstream supply chain, attention is directed at distribution, warehousing, transportation, and after-sale service. | F

SCM aims to minimize inventory levels, optimize production and increase throughput, decrease manufacturing time, optimize logistics and distribution, streamline order fulfillment, and overall reduce the costs associated with these activities. | T

A major requirement for any medium- to large-scale company that is moving to EC implies an integration between all the activities conducted on the Web and the ERP/MRP/SCM solutionsin other words, creating an e-supply chain and managing it. | T

E-supply chain management is the collaborative use of technology to enhance B2C processes and improve speed, agility, real-time control, and customer satisfaction. | F

The success of an e-supply chain depends on managing information with strict policies, discipline, and daily monitoring. | T

The success of an e-supply chain depends on an e-supply chain that is loosely integrated both within a company and across an extended enterprise made up of suppliers, trading partners, logistics providers, and the distribution channel. | F

Companies can use replenishment information to reduce inventories and eliminate stocking points. | T

By combining bar coding and wireless technologies, automobile dealers are able to scan in goods as they arrive electronically and place them in inventory up to 10 percent faster than previously. | F

At hospitals and supermarkets, inventory reorder points have been automated so that when inventory gets down to a certain point the system will automatically notify a human of the exact amount to reorder. | F

Functional products are staple products, such as groceries or gasoline, that have stable and predictable demand. For these products, an effective supply chain emphasizes speed, responsiveness, and flexibility rather than low costs. | F

A major limitation of RFID currently is the restriction of the environments in which RFID tags are easily read. | T

RuBee relies on low-frequency magnetic waves to track products and transfer information. It is becoming a replacement for RFID because RuBee overcomes many of RFIDs limitations. | F

With vendor-managed inventory, retailers make their suppliers responsible for determining when to order and how much to order. The retailer provides the supplier with real-time information such as point-of-sale data, inventory levels, and a threshold below which orders are replenished. | T

The goal of collaborative planning, forecasting, and replenishment (CPFR) is to streamline product flow from manufacturing plants to retailers. | F

Studies have shown that electronic-based collaboration and product lifecycle management (PLM) can reduce product costs and travel expenses by 50 percent, as well as significantly reduce costs associated with product-change management. | F

As with any IT project, management needs to be able to justify the development and use of a corporate portal by comparing its cost with its benefits. The challenge is that despite the tangible benefits from investment in portal technology, such as include increased revenues and customer loyalty, most of the benefits of portals are intangible. | T

A companys internal operations and its relationships with suppliers and other business partners are frequently: | as complex as customer-facing applications such as taking an order online.

For a manufacturer, the supply chain ends: | when the product is used up and disposed of.

The use of Web technologies to manage warehousing and transportation processes is called: | e-logistics.

The e-SCM process that includes integrated production and distribution processes is: | supply chain replenishment

The last fifteen orders from a manufacturer to its suppliers range from $100,000 to $8,740,000. This is an example of: | the bullwhip effect.

B2B systems which are used for communication, design, planning, information sharing, and information discovery are called: | collaborative commerce.

All of the following would be considered c-commerce EXCEPT: | aggregating catalogs on a central server.

RFID can provide immediate, short-term, and long-term value to organizations. An example of immediate value from RFID is when: | an RFID tag tells inventory control every time a roll of wire moves out of the warehouse and onto the factory floor.

A major block in the widespread implementation of collaborative commerce is: | the lack of universally accepted standards.

Wal-Mart and Levi Strauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of: | CPFR.

The purpose of CPFR is to: | ensure that members of the supply chain will have the right amount of raw materials and finished goods when they need them.

is a business strategy that enables manufacturers to control and share product-related data as part of product design and development efforts. | Product lifecycle management

All of the following are true about product lifecycle management (PLM) EXCEPT: | The demand for PLM in limited because it does not apply to products that have short life cycles or are complex.

Today, many business experts agree with each of the following EXCEPT: | Supply chain integration has reduced the intensity of competition in most industries.

Software that helps integrate different types of information systems among collaborating companies is called: | middleware.

Collaborative workflow applications: | address project-oriented and collaborative processes

Software applications that address project management concerns are examples of: | collaborations workflow applications.

Addressing mission-critical, high-volume transaction processes is the goal of: | production workflow applications.

The steps required to approve an expense report is an example of: | administrative workflow applications.

is the transfer of documents and computer files while videoconferencing. | Data conferencing

The primary benefits of workflow management systems include all of the following EXCEPT: | increased data security.

When large suppliers or buyers are involved, a workflow system: | is needed for both the collaborative efforts and for supply chain and production improvements.

Groupware is appropriate in all of the following situations EXCEPT: | For people working on different tasks or projects.

means that the communication and collaboration are done in real time. | Synchronous

All of the following are types of communication and collaboration done in real time EXCEPT: | blogging

The growth in electronic meeting systems has been driven by all of the following EXCEPT: | Shorter cycle times.

The major benefit of group decision support systems is: | in conducting virtual meetings.

Corporations are moving their phone systems to \_\_\_\_\_\_\_\_\_\_ to cut costs and boost efficiency. | VoIP

All of the following apply to instant video EXCEPT: | The highest quality approach is to add video cameras to the participants computers

technologies in the Dreamliner aircraft to support maintenance activities. | RFID

The success of many organizationsprivate, public, and militarydepends on their ability to manage the flow of materials, information, and money into, within, and out of the organization. Such a flow is referred to as a | supply chain.

The term supply chain comes from the concept of how the partnering organizations are | linked

A supply chain involves activities that take place during the entire , from dirt to dust. | product life cycle

When a supply chain is managed electronically, usually with Web technologies, it is referred to as a(n) | e-supply chain.

A supply chain can be broken into three major parts. The part of the supply chain includes the activities of a company with its suppliers and their connections with their suppliers. | upstream

is the process made up of a range of activities by which an organization obtains or gains access to the resources they require to undertake their core business activities. | Procurement

A supply chain can be broken into three major parts. The part of the supply chain includes all of the in-house processes used in transforming the inputs received from the suppliers into the organizations outputs. | internal

A supply chain can be broken into three major parts. The part of the supply chain includes all the activities involved in delivering the products to the final customers. | downstream

is a complex process that requires the coordination of many activities so that the shipment of goods and services from supplier right through to customer is done efficiently and effectively for all parties concerned. | Supply chain management

is the term that refers to the collective functionality of ERP, SCM, CRM, and e-business solutions. | Enterprise systems

is the collaborative use of technology to enhance B2B processes and improve speed, agility, real-time control, and customer satisfaction. | E-supply chain management

is the use of Web-based technologies to support the material acquisition, warehousing, and transportation processes. | E-logistics

refers to erratic shifts in orders up and down supply chains. | bullwhip effect

refers to the use of digital technologies that enable companies to collaboratively plan, design, develop, manage, and research products, services, and innovative EC applications. | Collaborative commerce

is a form of distributed computing that involves coordinating and sharing computing, application, data, storage, or network resources across dynamic and geographically dispersed organizations. | Grid computing

retailers make their suppliers responsible for determining when to order and how much to order. The retailer provides the supplier with real-time information, inventory levels, and a threshold below which orders are replenished. | vendor-managed inventory

is a business strategy that enables manufacturers to control and share product-related data as part of product design and development efforts and in support of supply chain operations. | Product lifecycle management

is an architecture that enables the assembly of distributed applications from software services and ties them together. | Web Services

involves the management of workflows so that documents, information, or tasks are passed from one participant to another in a way that is governed by the organizations rules or procedures to achieve required deadlines. | Workflow management

are online meetings whose members are in different locations, even in different countries. | Virtual meetings

refers to communication systems that transmit voice calls over Internet-Protocolbased networks. | Voice-over-IP (VoIP)

are computer-based whiteboards that work like real-world whiteboards with markers and erasers, except all participants can join in. | Interactive whiteboards

In collaborative work, members frequently are in different locations. Using , group members can work on the same document, which is shown on the PC screen of each participant. | Using screen-sharing software

The spread of instant messaging and Internet telephony has naturally led to the idea of linking people via a video chat room, which is called | instant video.

# When creating a new business, the first step is to | identify a consumer or business need that isn't presently being met

#The principle reason for writing a business plan is to: | acquire external funding

#The key difference between an e-business plan and a traditional business plan is that the entrepreneur must | understand that the Internet is a unique sales channel

# The difference between a business plan and a business case is | all new businesses should have a business plan, but only existing businesses planning a major EC or IT initiative should develop a business case

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development | angel

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a company, university, or nonprofit organization that supports promising businesses in their initial stages of development | incubator

#is money invested in a business by an individual or a group of individuals in exchange for equity in the business | venture capital

#The greatest difficulty in dealing with venture capital is: | finding a willing venture capitalist.

#The relationship between stock price and when an investor invests is | IPO investors will pay the highest price per share

#Chaplins Pet Store has been in business for many years. Chaplin, the present owner, decides to open an online sales channel where he can advertise and sell the same gourmet pet food. This is an example of adding | a storefront

#Reprise Electronics, a conglomerate that manufactures and sells all kinds of electronic goods under several brand names, currently has separate Web sites for each of its brands. The company decides to bring all of the Web sites together through a single site that, in addition to providing links to the brand pages, will also provide general information about how to select electronic merchandise and informational pages about the Reprise company today and its management team. This is an example of adding | a portal

#In an organizational transformation | there is always a sharp break with the past and every aspect of the business will probably change

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Web site does little more than provide information about the business and its products | informational

#A major entertaining company has four studios that have been in the same location for more than ten years. The company includes a page on its Web site with addresses, phone numbers, and general e-mail addresses for each of these studios. None of this information has changed since the Web site was developed. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_ content | static

#Secondary content that offers a coupon, rebate, or special service is called | promotion

#Reviews, testimonials, expert advice, or further explanation about the product are called: | cross-selling.

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is how Web pages are organized, labeled, and navigated to support browsing and searching | information architecture

#Creating content that offers upgraded or more expensive versions of the product is called | up selling

#One of the first decisions to be made in building a Web site is: | who will host it

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an exact duplicate of the original Web site physically located on a Web server on another continent | mirror site

#The Web hosting option under which the business acquires the hardware, software, staff, and dedicated telecommunications services needed to host a Web site is called: | self-hosting

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the name-based address that identifies an Internet-connected server | domain name

#Content not available anywhere else on the Web is called | premium content

#The concept of consistency in Web site design includes: | making sure Web pages look the same no matter which browser a customer is using

#All of the following are advantages of building Web sites internally EXCEPT | it provides the fastest speed to market

#Banks are more selective about who gets an account for accepting credit cards online because | CNP transactions are less secure and riskier

#In addition to providing an easy mechanism for buying books, the Amazon.com Web site is easily searchable by book title and author. It also has book reviews and suggests titles based on previous purchase activity. These enhancements make the Amazon site a favorite for readers. This is an example of | internal Web site promotion

#offers one of the most popular storefront packages at with three levels of merchant solutions: starter, standard, and professional | Yahoo!

#Options for acquiring storefronts include all of the following EXCEPT: | Join a mall

#Before choosing the appropriate Web site development option, you need to consider all of the following issues in order to generate a list of requirements and capabilities EXCEPT | What might be the reaction of competitors?

#Approximately what percent of Internet shoppers use search engines to find products and services? | 75%

#Sending spam that disguises a sales pitch to look like a personal e-mail so that it will bypass e-mail spam filters violates the | Controlling the Assault of NonSolicited Pornography and Marketing (CAN-SPAM) Act.

#To defend against unethical and illegal business tactics that exploit EC operations, Google, MSN Search, and Yahoo have turned to all of the following aggressive measures except: | Implemented honeypots

#Having control over the collection, storage, and dissemination of personal information is included in the category of: | privacy

#A decision by a judge that may be used as a standard in similar cases that follow is referred to as | legal precedent

#Critics of political spam are against its use because they believe that | all spam is a nuisance, clogs mail servers, and creates security risks

#Due process is | a guarantee of basic fairness and fair procedures in legal action

#A duty is | a legal obligation not to interfere with a protected interest

#Property rights relevant to e-commerce include all of the following EXCEPT | The right to bring criminal charges against a violator

#A music company can file a \_\_\_\_\_\_\_\_ against YouTube and MySpace for any interference with the ability to profit from its IP or for profiting from the recording industrys property without authorization and compensation | lawsuit or civil charge

#enable an organization that has suffered a loss due to spammers to bring a lawsuit against spammers responsible for the loss | Civil laws

#Intellectual property law is the area of law that is associated with each of the following EXCEPT: | business contracts

#Which of the following is true about copyrights? | The entertainment industry, led primarily by the Motion Picture Association of America (MPAA) and RIAA, is trying technical solutions via the legal system to protect its interests

#Each of the following statements about digital rights management (DRM) is true EXCEPT | DRM technologies were developed with strict regard for privacy protection

#Fair use means | that copyrighted material can be used for noncommercial purposes without paying royalties or getting permission.

#Which of the following is true about the scope of business ethics? | The scope of business ethics has expanded to encompass the nature and quality of the relationships with shareholders, customers, business partners, suppliers, the community, environment, and future generations

#An Internet acceptable use policy (AUP) is an important safeguard because | without a formal AUP, it is much more difficult to enforce acceptable behaviors and eliminate unacceptable behaviors, and punish violators

#Section 5 of the FTC Act does each of the following EXCEPT: | requires monitoring of employees e-mail

#Companies can improve their responsibility as custodians of customers personal data by implementing | Opt in and opt out information practices.

#Which of the following statements about the rights to privacy and free speech is not correct? | The Internet has destroyed the right to privacy.

#All of the following are ways to use the Internet to find information about an individual EXCEPT | Stealing the individuals computer

#Private online communities that are only open to those who belong to them are called: | darknets

#A domain name is | intangible property protected by law

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ give law enforcement agencies broader range in their efforts to protect the public | USA PATRIOT Act

#work on the principle that once Web surfers arrive at their site, a few of them will click on one of the linked advertisements and earn them a few cents for each click. | Sploggers

#The least effective method to protect against pop-up ads and their risk is: | Minimizing the pop-up window

#All of the following statements apply to hate Web sites EXCEPT: | The intent of most hate Web sites is to commit fraud

#A legally binding contract requires a few basic elements. Which of the following is not one of those elements? | agreement

#Examples of electronic signatures to help distinguish between legitimate and fraud transactions include all of the following EXCEPT: | a Web site development agreement

#EC sellers need to protect against fraud and each of the following EXCEPT: | Public keys

#is a collaborative online encyclopedia that volunteers primarily write | Wikipedia

#The newest areas of e-commerce are | Web 2.0 applications

#Perspectives about Web 2.0 include all of the following EXCEPT | Web 2.0 is organized around pages, software, technology, individuals, and corporations.

#is a Web development technique for creating quicker and more responsive Web applications by exchanging small amounts of data with the server so that the entire Web page does not have to be reloaded each time the user makes a change | Ajax

#The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the intrinsic unit of thought on the Web. | hyperlink

#Compared to general-purpose IT platforms, theWeb is | fundamentally communications-oriented rather than computing-oriented.

#The real estate brokerage industry has been disrupted by companies such as Zillow and Homegain for each of the following reasons EXCEPT | The Web 2.0 real estate sites have driven down commissions from 6 percent to almost 1 percent

#A(n) \_\_\_\_\_\_\_\_\_ is a document retrieval system designed to help find information stored on a computer system, such as on the Web, inside corporate or proprietary files, or in a personal computer | search engine

#The search war between Google and Yahoo! and other search engines is about: | Internet advertising dollars.

#is a for-profit very rapidly growing Web site that is tapping into the enthusiasm and knowledge of people to build a better search engine than Google. | Wikia.com

#are virtual communities organized by an interest, such as political parties, or by product, company, or health topic | Affinity portals

#Key strategies for successful online community include all of the following EXCEPT: | Control the sharing of information or sensitive opinions

#All of the following apply to social network theory EXCEPT | Between a set of nodes, there is one kind on tie.

#is the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers or other information or knowledge processing entities. | Social network analysis

#is based on the Circle of Friends technique for networking individuals in virtual communities and was the top online social network service until overtaken by MySpace. | Friendster

#All of the following are true about YouTube EXCEPT: | Yahoo! purchased YouTube for US$1.65 billion in stock in 2006

#Content owners are targeting YouTube and third-party video-sharing Web sites for | copyright infringements

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is defined as a group of people that have some kind of commercial or business relationship such as the relationships between sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues. | business network

#The main purpose of LinkedIn is to allow registered users to | create and maintain a list of contact details of people they know and trust in business.

#Combined with leadership, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an indispensable kind of social network for properly running the business or project and to differentiate the business from similar ones. | entrepreneurial network

#Windows Live Expo is an online \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ similar to Craigslist in that it provides online classifieds and lets users choose listings they want to search sorted either by friends and contacts or by geographic proximity | social marketplace

#Impacts of the Web on the travel and tourism industry include all of the following EXCEPT | Decrease in direct sales of travel packages on the global market by small, local players

#The banking industry was a good candidate for disruption by person-to-person (P2P) technology and disintermediation by ZOPA because: | the industry was making a huge profit margin off its customers.

#is a 3-dimensional word where residents retain the rights to their digital creations and can buy, sell, and trade with other residents are able to sell them at various in-world venues. | Second Life

#Wikis, blogs and RSS are replacing e-mail for all of the following EXCEPT | Wikis, blogs and RSS are more secure than e-mail.

#are tools that combine data from two or more Web sites to create new applications | Mashups

#Where is Web 2.0 software going? | Large companies are adding Web 2.0 tools to their existing collaboration products and IBM Lotus and Intel are adding social networking software to their software suites.

#Implementing Web 2.0 sites, especially social networks and similar communities, does all of the following EXCEPT: | Will quickly have a massive impact on almost every company that produces consumer goods

#Retailers stand to benefit from online communities in several important ways EXCEPT | Viral marketing will be replaced by free advertising

#Characteristics of the next generation Internet, Web 3.0, are expected to be all of the following EXCEPT | Decreased use of the Semantic Web

#The first major step in developing and e-commerce project is | identify, justify, and plan the EC system

#In general, what is the relationship between the cost of building and installing an EC system and the cost of operating and maintaining it? | It costs about as much time, effort, and money to operate and maintain as to build and install a system.

#An online intermediary that offers businesses access to hundreds of parts and services provided by multiple suppliers is called | e-procurement

#is the method of bringing together the products offered by many different suppliers into one place for consideration by all the buyers at a given company | Aggregating catalogs

#In a B2C Storefront, the function that provides customers with information about the product through their browser is called the | product presentation function.

#Rick purchased and downloaded a new firewall software suite online. After installing the suite, he finds that he is unable to connect with the Internet so he visits the FAQ for the software to look for solutions to the problem. This is an example of the | product support function.

#Jackie purchases a new e-book from an online publisher. She loses power to her computer in a thunderstorm before the download is completed. When she tries to restart the download, she receives a message saying her download is complete. Jackie will need the: | customer service function

#Every time a customer orders a DVD player from an online record store, the inventory for that player is reduced in the inventory system. This is an example of the: | order entry function

#When planning an EC project, planners must first consider: | how the EC project aligns with the organization's overall business plans and processes.

#After an EC project has been implemented, the testing that is done to assure various modules in the project work together is called: | integration testing

#After an EC project has been implemented, the testing of the quality of user's experience when interacting with the site is called: | usability testing.

#Tom visits a Web interface that provides personalized access to information of interest to him. This is an example of a(n): | portal.

#The type of portal which acts as an interface between companies, customers, and suppliers, revealing subsets of information to specific audiences is called a(n): | extranet portal.

#The central portal for an entire organization is called a(n): | enterprise portal.

#A portal that acts as a gateway to other portals and Web sites operated by an organization is called a(n) | corporate intranet portal.

#The EC application development technique that is most appropriate for strategic applications that will differentiate the company from its competitors is called: | insourcing

#The EC application development technique which entire applications are employed in the new system, that is especially useful when applications from several business partners must be integrated is called | enterprise application integration.

#The EC application development option that is most appropriate when an application is needed quickly, money is in short supply, and/or the new system is not expected to provide a competitive advantage is: | purchasing a commercial application.

#The EC application development option that is most appropriate when the application is needed quickly, money is a critical concern, and/or large amounts of maintenance are required is called | leasing.

#A company that manages application servers in a centrally controlled location rather than on a customer's site is called a(n) | application service provider (ASP)

#The approach that seeks to make tapping into computing resources as simple as plugging in a lamp into an electrical outlet is called | utility computing

#All of the following describe system scalability EXCEPT | Scalability dimensions are independent because scaling up the size of the system in one dimension does not affect the other dimensions.

#measures the time required to complete an operation such as downloading a Web page. It is an indicator of the users experience with the system. | Latency

#Merchant server software commonly includes the following features EXCEPT | Order management that optimizes movement of products through the supply chain.

#is one of Oracles key applications. It supports product catalog and content management, interactive and complex selling, personalized pricing, flexible check and payment options, account and contract management, and postsales order and shipping services | iStore

#EC suites that enable an organization to quickly build an e-business include all of the following EXCEPT: | Virtual Computing Laboratory

#is an EC architecture consisting of four tiers: Web browsers, Web servers, application servers, and database servers. | Multitiered application architecture

#Middleware provides all of the following functions or features EXCEPT: | Integrates large systems with one or more back-end databases

#The most difficult and crucial task in evaluating a vendor and a packaged system is: | to determine a weighted set of detailed criteria for choosing the best vendor and package.

#are formal agreements regarding the division of work between a company and its vendors. | Service level agreements

#What are the steps and their order in EC order fulfillment? | Ensuring payment, checking availability, arranging shipment, insurance, production, plant services, purchasing and warehousing, contacts with customers and returns

#Company A is a retailer that sells only pre produced products. What are the steps and their order in EC order fulfillment? | Ensuring payment, checking availability, arranging shipment, insurance, production, purchasing and warehousing, contacts with customers and returns

#Company A is a manufacturer that sells only custom produced products. What are the steps and their order in EC order fulfillment? | Ensuring payment, checking availability, arranging shipment, insurance, production, plant services, contacts with customers and returns

#Applying business analytics techniques and business intelligence such as data mining and online analytic processing to CRM applications describes what? | Analytic CRM

#Which of the following factors would not affect a demand forecast? | Production schedule

#Which of the following would not create a "bullwhip" in the supply chain? | Accurate demand forecasts

#Which of the following is not a customer service metric? | Product quality

#Which of the following is an area where supply chains can be improved? | Manufacturing processes

#Which of the following is not an area where supply chains can be improved? | Customer research

#Which of the following is generally the "best" way for customers to deal with returns? | Establish drop off locations for returns

#Which of the following is not a future direction of CRM? | Reduced impact of open source products

#Which of the following is not an example of web self-service? | Call center support

#Which of the following is not a reason to outsource? | The function is a core competence

#A piece of software that integrates departments and functions across a company to serve all of the company's needs is what type of system? | ERP

#A CRM system hosted and maintained by an ASP is called? | On-demand CRM

#This wireless technology will provide faster display of multimedia | 4G

#This technology is the most popular WWAN standard. | GSM

#Which of the following is a major characteristic of m-commerce? | Reachability

#Which of the following is not currently a factor in the development of m-commerce? | Reluctance of vendors

#This software allows for viewing of web pages on mobile devices. What type of software is being described? | Microbrowser

#This software is used to view online WML content. What type of software is being described? | Microbrowser

#This transmission media is used for short distance, wireless communication between computers. | Bluetooth

#This is the IEEE standard for WiMax. | 802.16

#This wireless standard is used to accommodate voice. | VXML

#This wireless standard is a set of protocols that allows portable devices to communicate with the Internet | WAP

#Which of the following is not characteristic of an m-wallet. | Is currently only experimental and not used by the public

#Which of the following does not describe intrabusiness workflows after the addition of m-commerce? | Work orders assigned by multiple dispatchers

#Which of the following is not a limitation of m-commerce? | Potential user base

#Which of the following is not a limitation of m-commerce? | Power consumption

#Which of the following is not true of targeted advertising? | Customers inform vendors of their locations

#Which of the following is not a limitation of traditional auctions? | Technical ability of buyers

#Several identical items are offered with a minimum bid. The winners pay the same lowest price. What type of auction is being described? | Dutch auction

#One unique item is offered. The price starts high until someone bids and becomes the winner. What type of auction is being described? | QuickWin auction

#Which of the following is not a benefit of auctions to buyers? | Disintermediation

#Which of the following is not a benefit of auctions to sellers? | Entertainment

#Which of the following is a limitation of auctions? | Potential for fraud

#Which of the following types of products is not typically offered on priceline.com? | Antiques

#What is the typical order of the phases of the auction process? | Searching and comparing, getting started at an auction, the actual bidding and post auction follow-up

#A seller has his friend bid on his auction to help drive up the price. What type of fraud is this? | Shilling

#A group of bidders artificially inflate the price of an item to scare off other bidders. They then back out at the last minute, leaving one of them with a relatively low bid. What type of fraud is this? | Bid shielding

#What are the steps in bargaining online? | Search, selection, negotiation, continuing selection and negotiation, and transaction completion

#Which of the following is not a benefit of using wireless phones in auctions? | Security

#Which of the following is a free method used to help deter fraud in online auctions? | Grading services

#Which of the following is not an example of post auction follow-up? | Snipping

#Which of the following services does an automated search service provide? | Searches several auction sites for a particular product selected by the user

#Which of the following is not true about the anatomy of cyber attacks? | Reporting serious attacks has increased

#Which of the following is generally the lowest ranked attack type? | DOS attacks

#Which of the following is not decreasing? | Web site defacements

#Determining who has the right to access a portion of a Web site is a question of: | Authorization.

#Which of the following is not one of the four phases of risk management? | Reporting

#Which factor is responsible for most information security breaches? | Human error

#Which of the following is not part of the CIA triad? | Pricing

#A hacker uses special software to access a server on your network. What type of attack is this? | Technical

#Sending a large number of messages to a server that is unable to handle it. What type of attack is described? | Denial of service (DOS)

#An attack using a previously unknown vulnerability compromises a system. What type of attack is described? | Zero-day incident

#Sending a piece of code that replicates and sends itself to everyone in your address book. What type of attack is described? | Worm

#What type of mechanism determines who can legitimately use a network resource? | Access Control

#A firewall is configured to examine not only the header of incoming messages but also their contents. What type of firewall is described? | Stateful packet inspection

#A file is encrypted, and then decrypted using the same key. What type of encryption is described? | Private key

#Which of the following is not a type of Internet security tactic? | PPT

#Which of the following is not a common use of smart cards? | PC replacement

#Which of the following is not an example of an e-payment? | Cash

#Which of the following is not one of the parties usually associated with electronic payments? | Enforcer

#Business A provides a system of credits that allow other businesses to make online purchases. What role is Business A performing? | Issuer

#An ACS System: | Verifies addresses against purchasers

#A CVN: | Compares the verification number on a card to issuer records

#Micropayments are generally under: \_\_\_\_\_\_\_\_\_\_\_ . | $10

#Which of the following is not one of the major types of payment cards? | Flip cards

#EIPP is used for: | Presenting and paying B2B invoices online

#Jackie has an e-card that she uses to purchase office supplies for the company she works for. What type of smart card is she using? | Purchase card

#Morgan has an e-card that he uses to access different parts of his company's R&D offices. What type of smart card is he using? | Smart card

#Jackie has an e-card that she waves at the turnstile to enter the subway. What type of smart card is she using? | Contactless card

#Which of the following is not a limitation of e-cash? | Lack of potential uses

#Which of the following is not characteristic of an e-check? | Work under a new, enhanced legal framework

#Virtual credit cards are used to: | Use in place of actual CC numbers online for security

#Which of the following is a private B2B e-marketplace? | Company ABC sells machine parts to their 20 customers on their Web site

#Which of the following is an example of disintermediation? | In addition to selling through department stores, a firm begins to sell online

#Which is not a characteristic of strategic sourcing? | Supported through third-party exchanges

#Mark's company helps several buyers and sellers meet and conduct business online. What type of model is he using? | Many-to-many marketplace

#Anna's company sells a variety of products to her business clients. What type of model is she using? | Sell-side marketplace

#Which of the following is not a characteristic of sell-side merchants? | They slightly increase prices for online sales

#Which of the following is not a benefit of forward auctions? | Increased product quality

#Which of the following is not a benefit to working with an intermediary? | Increased control over auction sales

#Which of the following is not a goal of procurement management? | Increase maverick buying

#What are the steps in a Web-based reverse auction? | Prepare and post project information, identify and approach suppliers, bids are created and submitted, bids evaluated and awarded

#Several businesses create a single online catalog for their customers. This is an example of | Catalog aggregation

#Which of the following is not part of the required infrastructure for a B2B marketplace? | Proprietary, private networks

#Which of the following is not a benefit of Internet- based XML over traditional EDI | Guarantees universal compatibility

#In reviewing integration of new B2B systems with existing information systems, we find which of the following to be untrue? | Most major software vendors do not provide for integration.

#Which of the following is not an example of company-centric EC? | A group of companies purchase office supplies from a consolidated online catalog

#Which of the following is not a classification of exchange? | Tangential E-Exchange

#Which of the following does not create dynamic pricing? | Long-term contracts

#Which of the following groups is the least likely to own a B2B exchange? | Mid-sized industry player

#B2BBusiness.com offers classified ads, a fixed price catalog, auctions and community services. What type of B2B many-to-many model are they using | B2B portal

#Which of the following businesses is an information portal? | Company D provides news, bulletin boards and classified ads for a particular vertical market

#Mike's business plan calls for him to coordinate several businesses together in one exchange. Together, he hopes that this group of businesses will receive better pricing from the big vendors. What type of model is Mike using | Buyer aggregation

#In which type of market would a third-party exchange most likely be less successful? | Balanced market

#What are the four types of consortium trading exchanges? | Vertical-purchasing oriented, horizontal-purchasing oriented, horizontal-selling oriented and vertical-selling oriented

#B2B consortia may face antitrust challenges. Which of the following would probably not signal suspicion in a B2B consortium exchange? | Rapidly falling prices for end users

#Which of the following is an example of matching? | A B2C EC site

#What are the steps in creating a vertical e-marketplace? | Thinking ahead, planning, system analysis and design, building the exchange, testing/installation/operation, and system evaluation

#Gaye operates a B2B exchange that services a vertical market that marketers have difficulty targeting. What type of revenue model should she consider first? | Advertisement fee

#The volume of business should be high to reduce transaction fees. Which of the five critical success factors identified by Ramsdell is being described? | Early liquidity

#Membership in the exchange should be inclusive and allow a variety of businesses to take part. Which of the five critical success factors identified by Ramsdell is being described? | Openness

#Being the first mover in a market may help eliminate which of the following problems with exchanges? | Too many exchanges

#Which of the following is the flow of materials, information, money and services from raw materials suppliers to end customers? | Supply chain

#Which of the following is not a characteristic on an intranet? | Uses proprietary stands

#Which of the following is not required for an intranet? | Access to the Internet

#Potential uses for a corporate intranet can be best described as: | Robust, potential uses still being discovered

#Portal ABC was designed for a company's intranet. It has a broad amount of information designed for a narrow audience. What type of portal is being described? | Corporate portal

#Erratic shifts in orders up and down supply chains is know as the: | Bullwhip effect

#Which of the following technologies use magnetic waves to track items? | RFID

#Which of the following technologies use item level tracking of items? | RUBEE

#Which of the following technologies is safe to use in tissue? | RUBEE

#Which of the following systems have suppliers and retailers collaborating in their planning and demand forecasting to optimize the flow of materials along the supply chain? | CPFR

#Which of the following systems use algorisms to identify optimal solutions to complex planning problems that are bound by constraints? | APS

#Which of the following do businesses consider the least important when creating portal services? | News services

#Portal ABC was designed for a large and diverse audience. It has little individual customization available. What type of portal is being described? | Publishing portal

#Which of the following systems make suppliers responsible for retailers inventory levels? | VMI

#Which of the following is not an synchronous collaboration tool? | Voice mail

#Which of the following is not an example of B2E? | A business advertises for new employees on their Web site

#Which of the following categories of e-government reduces the average time for citizens to find benefits? | G2C

#Which of the following categories of e-government increases the number of grant programs available for electronic application? | G2G

#Which of the following categories of e-government reduces the average time for businesses to comply with regulations? | G2B

#Which of the following categories of e-government reduces the average time to process clearance forms? | IEE

#E-government can generally include all of the following except: | Selling commercial items

#Which of the following is an example of government-to-citizen (G2C) EC? | Electronic benefits transfer (EBT)

#What are the stages of implementation of e-government? | Information publishing, official two-way transactions, multipurpose portals, portal personalization, clustering of common services and full integration

#Real transformation of government structure takes place in what stage of implementation? | Clustering of services

#Which of the following is an example of peer-to-peer EC? | File sharing

#Which of the following is not an example of a P2P system? | User interfaces are based inside a Web browser

#Which of the following is not a challenge in e-learning? | Student interest

#Which of the following is an electronic magazine delivered over the internet? | E-Zine

#Which of the following is not an established application of e-government? | G2P

#Which of the following is not an identified benefit of electronic benefits transfer (EBT)? | Ease in assigning taxes

#Company ABC sells a variety of products on its Web site to the highest bidder. What type of business model are they using? | Online auction

#Company XYZ helps individuals sell products to other individuals and takes a small commission on each sale. What EC classification do they fit? | c2c

#Which of the following is a virtual organization? | Two companies combine resources to market a new product. They know this product can only be sold for the next 3 months.

#Customization allows companies to: | Produce a large number of individualized products.

#Which of the following is not a limitation of EC? | Customers now have nearly unlimited bandwidth.

#Company XYZ sells products to individuals. What EC classification do they fit? | b2c

#Which of the following is not an attribute of a corporate portal? | The public uses this portal to access the Internet

#Which of the following is a limitation of EC? | Special network and hardware requirements

#Which of the following is a benefit of EC? | Individuals can telecommute more easily

#EC reduces cycle time in all of the following ways except: | Customer satisfaction

#Why is B2C generally less attractive than B2B? | Channel conflict

#Company XYZ helps individuals exchange digital products. What EC classification do they fit? | p2p

#Company ABC has several divisions that have created private resources that can be accessed using Internet protocols. The company is now going to link these resources together. What type of network is being described? | Extranet

#Company XYZ sells a variety of products on its Web site. What type of business model are they using? | E-tailing

#Association ABC helps its members get discounts on the purchases by buying in bulk. What type of business model are they using? | Group purchasing

#Which of the following is not the function of a market? | Ensuring profits of brokers

#Which of the following is an intermediary? | Computer system that matches buyers with "Goods Wanted" to seller with "Goods for Sale"

#Lowering a customer's search cost allows them to: | Research more items to find the best price

#In what way does mobile computing not help organizations | Costs of hardware are increasing

#Which of the following is not a disadvantage of paper catalogs? | Portability

#What is NOT one of Porter's Five Forces? | Effects of EC Systems

#Why would a merchant want to customize products? | To charge a higher price

#A Web site offering content created by a third party transparently to customers is an example of: | Syndication.

#Which is an example of reintermediation | Using a salesperson to negotiate a large, complex agreement

#Which of the following is not a limitation of traditional auctions? | Duration of sale

#An item is offered with a minimum bid. The winner pays the exact price of his bid. What type of auction is being described? | Forward auction

#The bidder details exactly what they are willing to pay. The Seller accepts or rejects the price. What type of auction is being described? | Name-your-own-price auction

#What three factors facilitate online negotiations? | Voice over IP systems

#Jeff wants to purchase online, but is concerned about a company's privacy policy. What online purchase decision aid should he use? | Trust verification site

#Trust verification sites evaluate a business's trustworthiness. How comprehensive is this evaluation? | Moderate, generally verification indicates a trustworthy user

#Which type of shopping software agent learns a user's preferences over time? | Learning agent

#Which of the following is an example of a general purpose pure-play e-tailer? | Store A does not have a physical location and sells a variety of products.

#Which of the following is not a typical service provided by online travel agents? | True bargains on airfare cost

#Which of the following is not a change in the travel industry created by online travel agents? | Higher total trip cost due to lost services

#Which of the following is the most serious strategic threat to traditional travel agents? | Intelligent software agents

#Which of the following is not a driver in the electronic job market? | Size of labor market

#Which of the following is not one of the advantages of the electronic job market for employees? | Lack of Internet users

#Which of the following is not a benefit of using the Internet to aid real estate transactions? | Online services eliminate the need to visit houses

#Which of the following companies does not trade stocks online? | Priceline.com

#Which of the following is not a capability of home banking? | Print new checks online

#Which of the following is not an advantage of online banking? | Personal interaction with staff

#What is the likely effect on intermediation of the following market events: aggregation, complex search requirements, and new markets? | Cybermediation

#Content created by a publisher that must be read using a computer or similar handheld device is an example of what type of digital publishing? | E-book

#Which of the following is not an organizational buyer? | Student purchasing school supplies

#Which of the following is not a part of the EC Consumer Behavior Model? | Decider variables

#Which of the following is not an environmental variable in EC purchasing? | Climate variables

#What are the two most cited reasons for not purchasing online? | Security and quality assessment

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Rich play? | Buyer

#Janice and Tony decided to buy the new computer system Paul suggested after careful analysis. Janice directed Rich, her assistant, to order the system. In this example, what purchasing role does Janice play? | Buyer

#A Web site asks users to fill out a questionnaire about themselves. The Web site then personalizes to the user and makes recommendations. What type of personalization is being used? | Rule-based filtering

#Which of the following is the most popular online customer service tool? | E-mail

#Web mining hopes to accomplish all of the following except: | Determine characteristics of specific users

#Mark is using an intelligent agent to help him determine which CD to purchase. What type of agent is he using? | Product brokering

#Julie is using an intelligent agent to help her find the best price on a CD she would like to purchase. What type of agent is she using? | Merchant brokering

#What is not a benefit of an FAQ? | The answers can change dynamically based on the questions

#Which of the following advertising methods involves the use of games? | Advergaming

#What is the proper order for the steps in market research? | Problem Definition, Research Methodology, Data Collection and Analysis, Results and Recommendation

#Which is not a characteristic of permission marketing? | Spamming

QN=10 \_\_\_\_\_\_\_\_ refers to the second-generation of Internet-based services that let people | c. Web 2.0

QN=11 Which of the following is not a characteristic of the Digital Revolution ? | a. Many business processes are expedited by up to 50 percent.

QN=24 A corporation uses the Internal Revenue Service's Web site to learn how to pay its | d. E2E

QN=48 Popular search engines include all of the following EXCEPT: | c. AltaVista

QN=51 An auction in which there is one buyer and many potential sellers; or in which a buyer | b. forward auctions.

QN=57 The Internet has influenced industry structures in each of the following ways EXCEPT: | b. Increases differences among competitors whose offerings are kept proprietary.

QN=59 One of the major benefits of e-markets is the improvement in supply chains with the | d. logistics chain

QN=62 According to data from eMarketer, approximately \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_shop online | b. three in four Internet users age 14 and over

QN=63 A traditional brick-and-mortar store with a mature Web site uses a click- and | a. reduce refunds and exchanges.

QN=66 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are those who are young and comfortable with technology. | c. New technologists

QN=73 Dell's strategy is best described as: | d. direct marketing from a manufacturer.

QN=84 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are customers who are willing to shop online because they dislike | d. Shopping avoiders

QN=86 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are gateways to storefronts and e-malls. | a. Shopping portals

QN=87 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are sites that evaluate and verify the trustworthiness of e-tailers | c. Trust verification sites

QN=102 The term\_\_\_\_\_\_ refers to the number of times users call up a page that has a banner on | b. ad view

QN=106 The Internet introduced the concept of\_\_\_\_\_\_\_\_\_\_, which has enabled marketers and | b. interactive marketing

QN=108 \_\_\_\_\_\_\_\_is an advertising strategy that uses word-of-mouth marketing in which | a. viral marketing

QN=111 Advertising in chat rooms, blogs, or social networks can achieve each of the following | c. they can be used as one-to-one connections between a company and its customers

QN=119 Online methods of bringing new customers to a B2B site when a B2B vendor wants to | a. through direct mail campaigns.

QN=121 A(n) \_\_\_\_\_\_\_\_ is an HTML coding statement that describes the content of a Web page | c. meta-tag

QN=122 A(n) \_\_\_\_\_\_\_\_ is a type of pop-up ad that appears after a user clicks a link and remains | c. interstitial

QN=124 In selling directly, manufacturers may encounter a similar problem to that of B2C, | c. the willingness of companies to incur higher costs to improve collaboration.

QN=127 The Cisco Connection Online (CCO) Website receives over 2 million hits per month | a. 25/35

QN=133 Indirect materials are typically used in \_\_\_\_\_\_\_\_ activities | a. maintenance, repair, and operation (MRO)

QN=134 Some of the benefits of a(n) \_\_\_\_\_\_\_\_\_\_ are that distributor scan check inventory, | c. extranet-based order-entry tool

QN=136 \_\_\_\_\_\_\_\_\_\_\_\_ can be supported more effectively and efficiently through direct buyer | a. Strategic purchases

QN=138 Nonproduction materials such as equipment and tools that support production are | a. indirect materials

QN=140 1. Companies will usually separate B2C orders from B2B orders because B2C and | a. order-sulfillment processes and different pricing models

QN=141 Because conducting reverse auction in B2B can be afairly complex process, a(n) | b. third-party intermediary

QN=144 Major implementation challenges that companies must consider when planning eprocurement initiatives include all of the following EXCEPT: | d. Increasing the number of regular suppliers and integrating with their information

QN=166 A market maker evaluates an exchange between a buyer in the United States and a | b. maintaining exchange infrastructure.

QN=171 Chem Connect is an example of a successful e-exchange with: | a. many buyers and many sellers

QN=175 The concept of liquidity for a B2B exchange is the: | d. number of buyers and sellers in a market <271>

QN=176 The most attractive industries for a vertical exchange are characterized by: | b. a market in which a small number of very large orders account for more than half

QN=181 Attracting large business sellers to public exchanges is often difficult for all of the | c. advertising costs in public exchanges are very expensive <288>

QN=183 An exchange that handles materials used by companies in different industries is | b. horizontal exchange <264>

QN=190 \_\_\_\_\_\_\_\_\_\_\_\_is the transfer of documents and computer files while video | b. Data conferencing

QN=196 Wal-Mart and LeviStrauss collaborate on demand forecasting in order to optimize the | b. CPFR

QN=198 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a business strategy that enables manufacturers to control and share | c. Product lifecycle management

QN=202 Collaborative workflow applications: | a. address project-oriented and collaborative processes.

QN=206 Corporations are moving their phone systems to \_\_\_\_\_\_\_\_\_\_\_ to cut costs and boost | b. VoIP

QN=209 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that the communication and collaboration are done in real | a. Synchronous

QN=210 Group ware is appropriate in all of the following situations EXCEPT: | d. for people working on different tasks or projects

QN=214 All of the following apply to instant video EXCEPT: | d. The highest quality approach is to add video cameras to the participants computers.

QN=216 The exclusively online publication of Stephen Kings e-book Riding the Bullet in | d. as disrupted by hackers who breached security, then distributed free copies of the

QN=217 The tasks if KM include each of the following EXCEPT: | c. restricting knowledge access to prevent its transfer between individuals <393>

QN=219 An example of G2C is: | b. a driver applies for and pays for the renewal of his auto tag online.

QN=220 \_\_\_\_\_\_\_\_\_\_\_ are a popular online publishing technology for creating a Web page that | c. Wikis

QN=221 A type of e-book referred to as the \_\_\_\_\_\_\_\_\_\_\_is a truly multimedia, online-only | d. rubics-cube hyperlink book

QN=222 Chaplin reports quarterly sales revenue from his business to city hall over the Internet. | c. G2B e-commerce

QN=223 A podcast is distinguished from other digital audio formats by : | c. its ability to be downloaded automatically, using software capable of reading feed

QN=224 A government agency uses an online reverse auction to satisfy the tendering system | d. e-Procurement

QN=226 Which of the following is an example of edutainment? | a. an online game that uses colorful characters to teach young children about

QN=229 All of the following are problems in implementing e-Government EXCEPT: | b. the technology needed to implement stage 6 of the Deloitte transformation process does

QN=230 All of the following are potential drawbacks of e-learning EXCEPT: | b. knowledge retention is lower than in traditional classrooms.

QN=231 Most universities use e-learning: | d. as a supplementary channel to traditional classrooms.

QN=232 Knowledge is of limited value if: | a. it is not shared

QN=233 Knowledge generated in e-business contributes to the enhancement of three core | b. project management

QN=234 The business forces that are driving the transition from traditional education to online | d. limited supply of faculty with specialized expertise.

QN=235 One of the facilitators of e-learning is \_\_\_\_\_\_\_\_\_\_\_ technology such as wikipedia.org. | a. Web 2.0

QN=236 More and more people are willing to pay for digital music, as shown by the success of | c. c. Apples iTunes

QN=237 \_\_\_\_\_\_\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos, | a. Online publishing

QN=238 \_\_\_\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars, promote | b. Webcasting

QN=240 Which of the following statements about blogs is not true? | c. Blogs are limited to one-way communication.

QN=241 A major purpose of an organizational knowledge base is to support and allow | a. knowledge sharing

QN=242 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves using various computer-based tools and techniques to | a. Knowledge creation

QN=243 Customer-to-customer (C2C) e-commerce is conducted in various ways on the Internet, | a. C2C auctions

QN=244 P2P systems have all of the following key characteristics EXCEPT: | c. The overall system is well integrated, but lacks tools for easy creation of content or for

QN=245 M-commerce transactions and activities require \_\_\_\_\_\_\_\_\_\_\_\_\_ and | c. hardware and software infrastructures; infrastructure support

QN=246 Infrastructures that support the wireless connection are: | a. network access points, mobile communications server switches, and cellular

QN=247 Components of a wireless infrastructure that support delivery of services over a | b. WAP gateways, GPS locators, and GPS satellites.

QN=249 The exchange of updated information with other computing devices is called: | c. synchronization

QN=250 A suite of network protocols designed to enable different kinds of wireless devices is | a. Wireless Application Protocol.

QN=251 The application logic in a handheld PDA, smart phone, Palm or Wintel notebook is | c. a mobile application user interface.

QN=252 \_\_\_\_\_\_\_\_\_\_ enables the determination of the location of an enabled device. | b. GPS

QN=253 Rick sends a message from a delayed flight to his friend on her cell phone that he will | c. SMS

QN=254 Micropayments are electronic payments: | c. c. that are less than $10.00.

QN=255 Infrastructures that sua. pport the wireless connection are: | a. a. network access points, mobile communications server switches, and cellular

QN=256 The IEEE standard \_\_\_\_\_\_\_\_\_\_ offers bandwidth transfer rates of 200 to 540 Mbps, | a. 802.11n

QN=257 Most WLANs run on a telecommunications standard known as \_\_\_\_\_\_\_\_\_\_\_\_, which | d. IEEE 802.11; Wi-Fi

QN=258 A \_\_\_\_\_\_\_\_\_\_\_ is suitable for mobile users who need to make very short-range deviceto-device wireless connections within a small space, such as a single room, and most | a. personal area network

QN=259 All of the following about wireless wide area networks (WWAN) are true EXCEPT: | a. The single WWAN network standard insures compatibility of handsets within and

QN=260 The major attributes that enable development of new applications that are possible only | b. Security

QN=261 As in e-commerce, m-commerce B2C applications are concentrated in each of the | c. c. telecommunications

QN=262 Mobile access supports the two functions of sales force mobilization and field service, | c. customer relationship management <442>

QN=263 One way to share information with supply chain partners is wireless \_\_\_\_\_\_\_\_\_, which | c. telemetry

QN=264 The development of m-commerce is being driven by the following technological, | a. The transition to a manufacturing economy.

QN=265 One initiative underway that could lead to widespread support for the introduction of RFID | d. Electronic Product Code

QN=267 By enabling sales force employees to record orders in real time, the organization | b. more extensive collaboration and sharing of customer leads.

QN=268 \_\_\_\_\_\_\_\_ refers to the integration of computers and wireless communications in order | b. telematics

QN=269 All of the following about RFID are true EXCEPT: | b. an RFID tag can hold 20 times the amount of information a bar code can hold,

QN=270 All of the following are barriers to location-based m-commerce EXCEPT: | a. There are presently not enough location-based systems to make this a viable

QN=271 The services provided through location-based m-commerce focus on key factors which | c. Geocaching, or determining the topography of an area.

QN=272 A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a computer system capable of integrating, storing, editing, | a. geographical information system

QN=273 You are walking near a coffee shop and suddenly your cell phone beeps with a | b. location-based advertising

QN=274 Many experts believe that the next major step in the evolution of computing will be | d. pervasive computing

QN=275 Auctions are all of the following EXCEPT: | a. They are suitable for most consumer goods.

QN=276 Dynamic pricing refers to : | d. prices that are determined by market forces.

QN=277 \_\_\_\_\_\_\_\_\_\_ work best with many buyers and many sellers. | b. Dynamic exchanges

QN=278 The process of building auction applications is complex for all of the following | b. auctions must provide payment systems

QN=279 Two purposes of a types of \_\_\_\_\_\_\_\_\_\_\_ auctions are liquidation and market | b. one seller, many potential buyers

QN=280 The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auction model is popular in B2B. | a. one-buyer, one-seller

QN=281 Reverse auctions are a type of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ auctions. | c. one buyer, many potential sellers

QN=282 The name-your own-price model pioneered by Priceline.com is a type of | c. one buyer, many potential sellers

QN=283 Auctions done in exchanges or double auctions are \_\_\_\_\_\_\_\_\_\_\_\_ auctions. | d. many buyers, many sellers

QN=284 Jackie uses a software system to place bids automatically on her behalf until her | a. proxy bidding

QN=285 Bidders sometimes use phantom bidders to drive bid prices up rapidly at the beginning | a. bid shielding

QN=286 A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ takes place between sellers and buyers in one industry or for one | b. vertical auction

QN=287 All of the following are potential benefits from auctions to sellers EXCEPT: | c. sellers are always anonymous.

QN=288 In electronic auctions, near-perfect market information is available about prices, | d. buyers and sellers

QN=289 Benefits of electronics auctions (e-auctions) to sellers include all of the following | b. Anonymity

QN=290 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the tendency of customers to stay at Web sites longer and | d. Stickiness

QN=291 Research has shown that e-commerce sites that use an auction model tend to: | a. reach critical mass more quickly than catalog-order-based.

QN=292 the limitations of mobile auctions are all of the following EXCEPT: | d. Internet cell phones are less private than a PC <498: more private>

QN=293 The practice by sellers of having associates place fake bids in an auction as a way to | b. shilling.

QN=294 The first step in the auction process is: | d. searching and comparing.

QN=295 Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are | b. higher

QN=296 Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are | a. lower

QN=297 Many auction sites are implementing \_\_\_\_\_\_\_\_\_\_\_\_\_ because of the significant | d. m-commerce applications

QN=298 The most serious disadvantage of e-auctions is: | a. the risk of fraud.

QN=299 Each of the following is true about auction rules EXCEPT: | a. rules eliminate conflicts with existing distributors and distribution channels

QN=300 A major shortcoming with authentication services is: | a. two different authenticators may come up with different opinions regarding the

QN=301 John wants to know if the first edition novel he just purchased through an e-auction is | b. authentication

QN=302 Many companies use intermediaries or trading assistants instead of implementing eauctions themselves for each of the following reasons EXCEPT: | c. To avoid tax and legal fees.

QN=303 Each of the following is one of the three major categories of auction rules EXCEPT: | a. timing rules

QN=304 The incidence of online fraud and identify theft has increased for each of the following | c. New effective phishing scams and schemes being carried out by computer experts.

QN=305 Cyber cons have a negative effect on EC because | a. defending against these cons and compensating for damages significantly increase the

QN=306 The key reasons why EC criminals cannot be stopped include each of the following | b. Sophisticated hackers use browsers to crack into Web sites.

QN=307 It is currently known that if a front-end application such as a Web site is effectively | a. the data itself may not be secure because the application may not function as planned.

QN=308 A vulnerability | d. is a weakness in software or other mechanisms that a hacker can use directly to gain

QN=309 The underlying reasons why a comprehensive EC security strategy is needed include | c. Managers treating EC security as a process.

QN=310 The protection of information systems against unauthorized access to or modification | a. Information assurance.

QN=311 The success and security of EC depends on the \_\_\_\_\_\_\_\_\_\_ of information and the | d. confidentiality, integrity, and availability

QN=312 The basic security concepts relating to customers and other users are: | a. authentication, authorization, and nonrepudiation.

QN=313 Digital signatures or digital certificates: | d. a and b

QN=314 The most cost-effective approach to EC security is to develop and implement a strategy | b. proactively meets regulatory, financial, marketing and operational requirements.

QN=315 To be effective, an acceptable use policy (AUP) needs | a. to inform all users of their responsibilities when using company networks, computer

QN=316 Which of the following statements about hardware and software security defenses is | a. Hardware and software security defenses protect against irresponsible business

QN=317 Social engineering attacks are: | c. take advantage of Web 2.0 applications like social networking sites, blogs, wikis and

QN=318 A technique known as web page hijacking | a. enables a malicious Web master to displace the pages of an EC Web site in the Search

QN=319 A botnet is: | d. a coordinated network of computers that can scan for and compromise other computers

QN=320 Public key infrastructure (PKI) is an authentication method | a. that has become the cornerstone for secure e-payments and intranet applications.

QN=321 Access to a network ought to be based on: | a. the policy of least privilege where access to network resources are blocked and

QN=322 Which of the following does not correctly describe what firewalls protect against? | c. Macros are the electronic equivalent of junk mail.

QN=323 Firewalls that filter requests from the Internet to a private network based on the IP | a. packet-filtering routers.

QN=324 All of the following are important security functions of proxy servers except: | d. They improve network performance.

QN=325 The advantages of virtual private networks (VPN) for data communications include all | b. They ensure the confidentiality and integrity of the data transmitted over the Internet

QN=326 A host-based intrusion detection system (IDS): | a. Resides on the server that is being monitored where it can detect whether critical or

QN=327 Factors that come into play in determining whether a particular method of e-payment | b. full traceability of the buyers.

QN=328 A card that draws the payment amount directly from the users checking account is | d. debit card

QN=329 The process of determining whether a card is active and whether the customer has | d. authorization.

QN=330 The transfer of money from the buyers to the sellers account is called: | b. settlement.

QN=331 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are financial institutions that provides a customer with a payment | b. Issuing banks

QN=332 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provide connectivity among merchants, customers, and financial | c. Payment processing services

QN=333 Each of the following are ways to pay bills over the Internet EXCEPT: | c. customer service provider.

QN=334 From the perspective of the billing firm, all of the following are advantages of e-billing | c. universal availability.

QN=335 From the perspective of the customer, all of the following are advantages of e-billing | a. greater security than other types of payments.

QN=336 Characteristics of B2B payments include all of the following EXCEPT: | c. They require less rigor and security than B2C payments.

QN=337 B2B payments are part of a much larger financial supply chain that includes all of the | b. financial reporting.

QN=338 In financial supply chain management, the goal is to optimize all of the following | d. the physical supply chain

QN=339 Unlike the physical supply chain, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ characterize the financial supply | a. inefficiencies

QN=340 The vast majority of B2B payments are: | a. still made by paper check.

QN=341 The process by which companies present invoices and make payments to one another | b. enterprise invoice presentment and payment.

QN=342 For many firms, presentment and payment processes are all of the following EXCEPT: | c. secure.

QN=343 The implementation of most EC applications requires the use of all of the following | d. manufacturing

QN=344 Most EC applications are based on \_\_\_\_\_\_\_\_\_\_\_ that begin with an order, frequently a | a. pull operations; customized

QN=345 Packing, delivery, accounting and logistics are examples of: | c. back-office operations.

QN=346 Customer-facing activities or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are activities, such as advertising and | d. front-office operations.

QN=447 The Council of Supply Chain Management Professionals defines \_\_\_\_\_\_\_\_\_\_\_\_\_ as | a. logistics.

QN=348 A typical EC fulfillment process involves all of the following activities EXCEPT: | b. Just-in-time inventory management.

QN=349 The administrative activities of order taking and fulfillment involve all of the following | d. accounts payable.

QN=350 The major difference between e-logistics and traditional logistics is: | b. traditional logistics deals with movement of large amounts of materials to a few

QN=351 The inability to deliver products on time is a typical problem: | a. in traditional logistics only because the problem has been solved in e-commerce.

QN=352 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are a major source of uncertainty in supply chains. | d. Demand forecasts

QN=353 Solutions to problems in the supply chain for EC companies are: | a. generic across both EC and traditional companies.

QN=354 Automated warehouses for B2C companies are designed: | c. to facilitate the delivery of small quantities of product to a very large number of

QN=355 The second most often cited reason for customers not buying on the Web is: | a. the lack of a good return mechanism.

QN=356 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ recognizes that \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the core of a business and | c. Customer relationship management; customers

QN=357 Data analytics are a valuable tool because it can provide all of the following EXCEPT: | c. financial reporting

QN=358 For \_\_\_\_\_\_\_\_\_\_\_\_\_ companies, it may be even more important to change strategies | b. pure play

QN=359 Capabilities of the Internet that have made it more difficult for companies to capture | d. The Internet makes it easier to make secure payments.

QN=360 Projections of the business technological, political, economic, and other environments | a. forecasts.

QN=361 All of the following are elements of a companys strategy EXCEPT: | c. day-to-day operations.

QN=362 All of the following about the strategic planning process are true EXCEPT: | d. The strategic planning process begins with strategy formulation.

QN=363 A specific outcome of the strategy initiation phase is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which | a. company analysis

QN=364 Googles \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is its expertise in information search technology. | c. core competency

QN=365 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of making the selected applications and projects a | a. Project management

QN=366 An analytical tool in which a company looks for points of differentiation between | b. competitor analysis grid

QN=367 \_\_\_\_\_\_\_\_\_\_\_\_\_ is the continuous evaluation of progress toward the organizations | d. strategy assessment

QN=368 All of the following are situations when a business plan should be done EXCEPT: | a. When an existing business is deploying a CRM system.

QN=369 Which of the following about business plans and business cases is NOT correct? | c. The audiences are the samesenior management and the board or directors.

QN=370 The most efficient way to expand an organizations scope is: | a. to introduce new products or services into new or existing markets without increasing

QN=371 Separating a companys online operations into a new company makes sense in each of | c. when the company is unable to form new alliances, attract new talent, or raise

QN=372 The most dangerous risk to a company engaged in e-commerce is: | b. business risk.

QN=373 All of the following determine the degree of collaboration between off-line and online | c. the pricing strategy.

QN=374 Internet technologies can provide consumers with easier access to pricing information, | d. reducing prices.

QN=375 A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a form of business alliance composed of several business | c. virtual corporation

QN=376 The most important objectives of strategic assessment are all of the following | d. Identify what competitors are doing to avoid head-on competition.

QN=377 To defend against unethical and illegal business tactics that exploit EC operations, | c. Implemented honeypots.

QN=380 Critics of political spam are against its use because they believe that: | a. all spam is a nuisance, clogs mail servers, and creates security risks

QN=381 Due process is | c. a guarantee of basic fairness and fair procedures in legal action.

QN=382 Property rights relevant to e-commerce include all of the following EXCEPT: | a. The right to bring criminal charges against a violator.

QN=383 Intellectual property law is the area of law that is associated with each of the following | a. business contracts.

QN=385 Each of the following statements about digital rights management (DRM) is true | b. DRM technologies were developed with strict regard for privacy protection.

QN=388 All of the following are ways to use the Internet to find information about an individual | a. Stealing the individuals computer.

QN=389 A domain name is: | b. intangible property protected by law

QN=390 The least effective method to protect against pop-up ads and their risk is: | b. Minimizing the pop-up window.

QN=391 All of the following statements apply to hate Web sites EXCEPT: | d. The intent of most hate Web sites is to commit fraud.

1. An extranet uses private data lines to connect several intranets. | False

2. A business using B2C business model trades with other businesses. | False

3. An e-marketplace does not have to be centered around a physical location. | True

4. A company that sells products directly to the end consumer is considered a B2C firm. | True

5. Social networks connect people with specific interests. | True

6. An intranet is a private network that uses Internet protocols. | True

7. E-business refers to selling goods and services. | False

8. Affiliate marketing refers to using banner advertisements to bring customers to your site. | False

9. The membership business model gives members discounts when they make purchases. | True

10. EC is primarily an IT field, it is not interdisciplinary. | False

11. MySpace is an example of a B2B site. | False

12. A revenue model describes how a company will generate profits. | True

13. Lower prices on products is not a consumer benefit of EC. | False

14. A portal is an Internet gateway to a large variety of information and services. | True

15. Lack of consumer confidence in EC security is a limitation of EC. | True

1. The three functions of a market include: matching buyers and sellers, facilitating transactions and institutional infrastructure. | True

2. Marketspaces are defined by their physical locations. | False

3. In a marketspace, some goods can be digitized. | True

4. The Internet ecosystem refers to animals and plants discussed online. | False

5. When choosing between two identical goods, customers will always choose the lowest price. | False

6. Intermediaries help to decrease contracting risk in marketspaces. | True

7. Ordering using EC benefits buyers, but not sellers. | False

8. Electronic cash is not an important part of EC. | False

9. Mobile commerce refers to transactions made using wireless devices. | True

10. An auction is characterized by the competitive nature by which the final price is reached. | True

11. Bargaining power of suppliers is not one of Porter's five forces. | False

12. Rivalry among existing competitors is one of Porter's five forces. | True

13. Increasing self service is a benefit of EC. | True

14. Virtual manufacturing involves pretending you are creating something. | False

15. The time required for negotiation online is the same for all products because of the use of intelligent agents. | False

1. Digital goods are also referred to as hard goods. | False

2. Shopbots are tools that rate businesses based on multiple criteria. | False

3. Paying a yearly fee to access Salon.com's articles is an example of a subscription business mod | True

4. A pure-play e-tailer dedicates the majority of their capital to online sales, with offline sales lagging behind. | False

5. A niche e-tailer may be able to support an online effort that may not have enough customers in any particular local market. | True

6. Direct marketing attempts to bring customers into local stores. | False

7. On-demand delivery services usually rely on third party shipping agents (like UPS). | False

8. Virtual travel agents offer only a small subset of the services provided by a traditional travel agent. | False

9. Most online travel agents do not offer real travel bargains. | True

10. Some Web sites allow buyers to purchase travel at a deep discount if it is purchased at the last minute. | True

11. The electronic job market has increased the number of individuals who advertise their availability. | True

12. Job seekers can both reply to ads and post their information on several online recruiting sites. | True

13. Online trading and investing in stocks is one of the fastest growing areas of EC. | True

14. Online banking is purely an expense for banks, it offers no advantage other than to retain current customers. | False

15. Online publishing only seeks to digitize materials that have traditionally been available in print. | False

1. Individual buyers are more important than organizational buyers. | False

2. A consumer who purchases an item for a business can be described as an organizational buyer. | False

3. Companies that sell to intermediaries do not care about the final customer's satisfaction. | False

4. Someone being influenced by friends is an example of a social environment variable. | True

5. The most cited reason for not purchasing online is price. | False

6. The person who first suggests a purchase is the Initiator. | True

7. Customer loyalty is the most significant contributor to profitability. | True

8. Learning agent technology is a nonintrusive way to personalize web content by watching a user's actions. | True

9. Market segmentation increases the size of the group you are selling to. | False

10. Psychographic segmentation involves dividing customers based on where they live. | False

11. Conducting research online is not always ideal, because the demographics of Internet users are not the same as the general population. | True

12. Intelligent agents are capable of more sophisticated tasks than search engines. | True

13. Merchant brokering agents help users decide which product to purchase. | False

14. Negotiation agents are most commonly used in a B2B setting. | True

15. Online market research is generally less expensive than traditional market research. | True

#Which of the following is not an attribute of a corporate portal? | The public uses this portal to access the Internet.

#EC reduces cycle time in all of the following ways except: | Customer satisfaction.

#Lowering a customer's search cost allows them to: | Research more items to find the best price.

#In what way does mobile computing not help organizations? | Costs of hardware are increasing

#Which is an example of reintermediation? | Using a salesperson to negotiate a large, complex agreement

#Trust verification sites evaluate a business's trustworthiness. How comprehensive is this evaluation? | Moderate, generally verification indicates a trustworthy user.

#Web mining hopes to accomplish all of the following except: | Determine characteristics of specific users.

#What is not a benefit of an FAQ? | The answers can change dynamically based on the questions.

# The ways in which EC is done include: | the Internet, value-added networks, on local area networks using intranets, or on a single computerized machine.

# \_\_\_\_\_\_\_\_ refers to the second-generation of Internet-based services that let people collaborate and share information online in new ways, such as social networks and wikis. | Web 2.0

# A \_\_\_\_\_\_\_\_\_\_\_\_ has capabilities that can be used to perform routine tasks that require intelligence such as providing customers with assistance based on their movements on a Web site. | software agent

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are customers who are willing to shop online because they dislike going to grocery stores. | Shopping avoiders

# \_\_\_\_\_\_\_\_\_\_\_\_\_ are extremely busy customers willing to shop online in order to free up time. | Leading edgers

# The core of the ?new marketing model? consists of: | customer relationships.

# The major disadvantage of banners is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.. | their cost

# \_\_\_\_\_\_\_\_\_\_\_\_ can be supported more effectively and efficiently through direct buyerseller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges. | Strategic purchases

# Nonproduction materials such as equipment and tools that support production are called: | indirect materials

# In a sell-side e-marketplace, a business sells products and services to business customers, frequently over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | an extranet.

# Because conducting reverse auctions in B2B can be a fairly complex process, a(n) \_\_\_\_\_\_\_\_ may be essential. | third-party intermediary

# The exclusively online publication of Stephen Kings e-book Riding the Bullet in March 2000: | as disrupted by hackers who breached security, then distributed free copies of the book

# A type of e-book referred to as the is a truly multimedia, online-only book that has hyperlinks, three-dimensional text and display, graphics, audio, and video. It supports non linear exploration of topics | rubics-cube hyperlink book

# Chaplin reports quarterly sales revenue from his business to city hall over the Internet. He pays his local business tax with a credit card. This is an example of: | G2B e-commerce

# A podcast is distinguished from other digital audio formats by: | its ability to be downloaded automatically, using software capable of reading feed formats such as RSS

# A government agency uses an online reverse auction to satisfy the tendering system requirements specified by law. This is an example of: | e-Procurement

# All of the following are problems in implementing e-Government EXCEPT: | the technology needed to implement stage 6 of the Deloitte transformation process does not exist yet

# Knowledge generated in e-business contributes to the enhancement of three core operating process, which include all of the following EXCEPT: | project management

# The business forces that are driving the transition from traditional education to online learning are all of the following EXCEPT: | limited supply of faculty with specialized expertise.

# One of the facilitators of e-learning is technology such as wikipedia.org. | Web 2.0

# More and more people are willing to pay for digital music, as shown by the success of . | c. Apples iTunes

# is the electronic delivery of newspapers, magazines, books, videos,music, and other digitizable information over the Internet. | Online publishing

# A major purpose of an organizational knowledge base is to support and allow . | knowledge sharing

# involves using various computer-based tools and techniques to analyze transaction data and generate new ideas. | Knowledge creation

# Customer-to-customer (C2C) e-commerce is conducted in various ways on the Internet,but the best-known C2C activities are: | C2C auctions

# P2P systems have all of the following key characteristics EXCEPT: | The overall system is well integrated, but lacks tools for easy creation of content or for adding functionalities.

# M-commerce transactions and activities require and | hardware and software infrastructures; infrastructure support

# Components of a wireless infrastructure that support delivery of services over a wireless connection are: | WAP gateways, GPS locators, and GPS satellites.

# A suite of network protocols designed to enable different kinds of wireless devices is called: | Wireless Application Protocol.

# The application logic in a handheld PDA, smart phone, Palm or Wintel notebook is called: | a mobile application user interface.

# Rick sends a message from a delayed flight to his friend on her cell phone that he will be arriving late. The service that allows the sending and receiving of such short text messages on mobile phones is called: | SMS

# Infrastructures that sua. pport the wireless connection are: | a. network access points, mobile communications server switches, and cellular transmitters and receivers.

# The IEEE standard offers bandwidth transfer rates of 200 to 540 Mbps, which makes it impractical because it exceeds the limits of most broadband connections used by homes and small businesses | 802.11n

# Most WLANs run on a telecommunications standard known as , which is more commonly called . | IEEE 802.11; Wi-Fi

# A is suitable for mobile users who need to make very short-range device-to-device wireless connections within a small space, such as a single room, and most commonly with Bluetooth. | personal area network

# All of the following about wireless wide area networks (WWAN) are true EXCEPT: | The single WWAN network standard insures compatibility of handsets within and between countries.

# The major attributes that enable development of new applications that are possible only in a mobile environment include all of the following EXCEPT: | Security

# As in e-commerce, m-commerce B2C applications are concentrated in each of the following areas EXCEPT: | c. telecommunications

# Mobile access supports the two functions of sales force mobilization and field service, which extends the reach of to both employees and business partners on a 24/7 basis to any place where recipients are located. | customer relationship management <442>

# One way to share information with supply chain partners is wireless , which is the science of measuring physical phenomena such as temperature, volume, or an on/off condition at a remote point and transmitting the value to a distant recorder or observer. | telemetry

# The development of m-commerce is being driven by the following technological, business, social, and economic factors EXCEPT: | The transition to a manufacturing economy.

# One initiative underway that could lead to widespread support for the introduction of RFID is the , which identifies the manufacturer, producer, version, and serial number of | Electronic Product Code

# By enabling sales force employees to record orders in real time, the organization benefits through each of the following EXCEPT: | more extensive collaboration and sharing of customer leads.

# refers to the integration of computers and wireless communications in order to improve information flow | telematics

# All of the following about RFID are true EXCEPT: | an RFID tag can hold 20 times the amount of information a bar code can hold..100 feet

# All of the following are barriers to location-based m-commerce EXCEPT: | There are presently not enough location-based systems to make this a viable technology.

# The services provided through location-based m-commerce focus on key factors which include all of the following EXCEPT: | Geocaching, or determining the topography of an area.

# You are walking near a coffee shop and suddenly your cell phone beeps with a message: Come inside and get a free biscotti with any purchase. This is an example of: | location-based advertising

# Many experts believe that the next major step in the evolution of computing will be \_\_\_\_\_\_\_\_\_\_\_\_\_ in which almost every object will have processing power and a wired or wireless connection to a network. | pervasive computing

# The process of building auction applications is complex for all of the following reasons EXCEPT: | auctions must provide payment systems

# Two purposes of a types of auctions are liquidation and market efficiency | one seller, many potential buyers

# The auction model is popular in B2B. | one-buyer, one-seller

# Reverse auctions are a type of auctions. | one buyer, many potential sellers

# The name-your own-price model pioneered by Priceline.com is a type of auction. | one buyer, many potential sellers

# Auctions done in exchanges or double auctions are auctions. | many buyers, many sellers

# Jackie uses a software system to place bids automatically on her behalf until her predetermined maximum price is reached. The software bids in such a way as to minimize the final bid. This is referred to as: | proxy bidding

# Bidders sometimes use phantom bidders to drive bid prices up rapidly at the beginning of an auction, thus discouraging bidding from legitimate bidders. At the last minute, the phantom bidders pull out, which awards the item to a very low bidding customer. This practice is called: | bid shielding

# A(n) takes place between sellers and buyers in one industry or for one commodity, such as flowers, cars, or cattle. | vertical auction

# In electronic auctions, near-perfect market information is available about prices, products, current supply and demand, and so on. This feature provides benefits to . | buyers and sellers

# Benefits of electronics auctions (e-auctions) to sellers include all of the following EXCEPT: | Anonymity

# The practice by sellers of having associates place fake bids in an auction as a way to drive up the selling price is called: | shilling.

# Compared to competitive markets, auction prices are often when there are multiple bidders. | higher

# Compared to competitive markets, auction prices are often when there are very few bidders. | lower

# Many auction sites are implementing because of the significant increase in the number of users who browse the Internet wirelessly. | m-commerce applications

# A major shortcoming with authentication services is: | two different authenticators may come up with different opinions regarding the authenticity and description of a given item.

# John wants to know if the first edition novel he just purchased through an e-auction is actually a first edition. The auction host helps him locate an expert that will him whether the novel is a genuine first edition or a fake. This is an example of: | authentication

# Many companies use intermediaries or trading assistants instead of implementing e-auctions themselves for each of the following reasons EXCEPT: | To avoid tax and legal fees.

# The incidence of online fraud and identify theft has increased for each of the following reasons except: | New effective phishing scams and schemes being carried out by computer experts.

# Cyber cons have a negative effect on EC because | defending against these cons and compensating for damages significantly increase the costs of EC.

# The key reasons why EC criminals cannot be stopped include each of the following except: | Sophisticated hackers use browsers to crack into Web sites.

# It is currently known that if a front-end application such as a Web site is effectively secured, then | the data itself may not be secure because the application may not function as planned.

# A vulnerability | is a weakness in software or other mechanisms that a hacker can use directly to gain access to a system or network.

# The underlying reasons why a comprehensive EC security strategy is needed include all of the following except: | Managers treating EC security as a process.

# The protection of information systems against unauthorized access to or modification of information that is stored, processed, or being sent over a network is referred to as . | Information assurance.

# The success and security of EC depends on the of information and the business Web site. | confidentiality, integrity, and availability

# The most cost-effective approach to EC security is to develop and implement a strategy that | proactively meets regulatory, financial, marketing and operational requirements.

# To be effective, an acceptable use policy (AUP) needs | to inform all users of their responsibilities when using company networks, computer equipment, wireless devices, and customer data.

# Which of the following statements about hardware and software security defenses is false? | Hardware and software security defenses protect against irresponsible business practices or corrupt management.

# Social engineering attacks are: | take advantage of Web 2.0 applications like social networking sites, blogs, wikis and RSS feeds.

# A technique known as web page hijacking | enables a malicious Web master to displace the pages of an EC Web site in the Search Engine Results Pages (SERPS) to redirect customers to another site.

# A botnet is: | a coordinated network of computers that can scan for and compromise other computers and launch DOS attacks.

# Access to a network ought to be based on: | the policy of least privilege where access to network resources are blocked and permitted only when needed to conduct business.

# Firewalls that filter requests from the Internet to a private network based on the IP address of the computer sending or receiving those requests are called: | packet-filtering routers.

# The advantages of virtual private networks (VPN) for data communications include all of the following except: | They ensure the confidentiality and integrity of the data transmitted over the Internet without requiring encyption.

# A host-based intrusion detection system (IDS): | Resides on the server that is being monitored where it can detect whether critical or security-related files have been tampered with or whether a user has attempted to access files that he or she is not authorized to use.

# Factors that come into play in determining whether a particular method of e-payment achieves critical mass include all of the following EXCEPT: | full traceability of the buyers.

# A card that draws the payment amount directly from the users checking account is called a(n): | debit card

# The process of determining whether a card is active and whether the customer has sufficient funds for the purchase is called: | authorization.

# are financial institutions that provides a customer with a payment card. | Issuing banks

# provide connectivity among merchants, customers, and financial networks enabling authorization and payments is called the: | Payment processing services

# From the perspective of the billing firm, all of the following are advantages of e-billing EXCEPT: | universal availability.

# From the perspective of the customer, all of the following are advantages of e-billing EXCEPT: | greater security than other types of payments.

# B2B payments are part of a much larger financial supply chain that includes all of the following EXCEPT: | financial reporting.

# In financial supply chain management, the goal is to optimize all of the following EXCEPT: | the physical supply chain

# Unlike the physical supply chain, characterize the financial supply chains of most companies. | inefficiencies

# The process by which companies present invoices and make payments to one another through the Internet is known as: | enterprise invoice presentment and payment.

# The implementation of most EC applications requires the use of all of the following support services EXCEPT: | manufacturing

# Most EC applications are based on that begin with an order, frequently a order. | pull operations; customized

# Customer-facing activities or are activities, such as advertising and order taking, that are visible to customers. | front-office operations.

# The Council of Supply Chain Management Professionals defines as the process of planning, implementing, and controlling the efficient and effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements. | logistics.

# The administrative activities of order taking and fulfillment involve all of the following activities EXCEPT: | accounts payable.

# The major difference between e-logistics and traditional logistics is: | traditional logistics deals with movement of large amounts of materials to a few destinations.

# The inability to deliver products on time is a typical problem: | in both off-line and e-commerce.

# Automated warehouses for 132C companies are designed: | to facilitate the delivery of small quantities of product to a very large number of customers.

# recognizes that are the core of a business and that a companys success depends on effectively managing its relationships with them. | Customer relationship management; customers

# For companies, it may be even more important to change strategies quickly. | pure play

# Capabilities of the Internet that have made it more difficult for companies to capture profits include all of the following EXCEPT: | The Internet makes it easier to make secure payments.

# Projections of the business technological, political, economic, and other environmentsare called: | forecasts.

# A specific outcome of the strategy initiation phase is the , which includes the vision, mission, value proposition, goals, capabilities, constraints, strengths, and weaknesses of the company. | company analysis

# Googles is its expertise in information search technology. | core competency

# is the process of making the selected applications and projects a reality by hiring staff; purchasing equipment; licensing, purchasing, or writing software; and contracting vendors. | Project management

# An analytical tool in which a company looks for points of differentiation between competitors and itself is called: | competitor analysis grid

# is the continuous evaluation of progress toward the organizations strategic goals, resulting in corrective action and, if necessary, strategy reformulation. | strategy assessment

# The most efficient way to expand an organizations scope is: | to introduce new products or services into new or existing markets without increasing production facilities or staff.

# Separating a companys online operations into a new company makes sense in each of the following situations EXCEPT: | when the company is unable to form new alliances, attract new talent, or raise additional funding.

# Internet technologies can provide consumers with easier access to pricing information, which increases their bargaining power. To remain competitive and profitable, sellers need smarter pricing strategies, which include all of the following strategies EXCEPT: | reducing prices.

# A is a form of business alliance composed of several business partners that share the costs and resources for the development or production of a product or service. | virtual corporation

# The most important objectives of strategic assessment are all of the following EXCEPT: | Identify what competitors are doing to avoid head-on competition.

# To defend against unethical and illegal business tactics that exploit EC operations, Google, MSN Search, and Yahoo have turned to all of the following aggressive measures except: | Implemented honeypots.

# A decision by a judge that may be used as a standard in similar cases that follow is referred to as: | legal precedent

# Intellectual property law is the area of law that is associated with each of the following EXCEPT: | business contracts.

# Which of the following is true about copyrights? | The entertainment industry, led primarily by the Motion Picture Association of America (MPAA) and RIAA, is trying technical solutions via the legal system to protect its interests.

# Each of the following statements about digital rights management (DRM) is true EXCEPT: | DRM technologies were developed with strict regard for privacy protection.

# Which of the following is true about the scope of business ethics? | The scope of business ethics has expanded to encompass the nature and quality of the relationships with shareholders, customers, business partners, suppliers, the community, environment, and future generations.

# Which of the following statements about the rights to privacy andfree speech is not correct? | The Internet has destroyed the right to privacy.

# All of the following are ways to use the Internet to find information about an individual EXCEPT: | Stealing the individuals computer.

#\_\_\_\_\_\_\_\_\_\_\_\_\_ are a popular online publishing technology for creating a Web page that can be edited by anyone with a standard Web browser | Wikis

#All of the following are problems in implementing e-Government EXCEPT: | the technology needed to implement stage 6 of the Deloitte transformation process does not exist yet.

#Which of the following is an example of edutainment? | An online game that uses colorful characters to teach young children about numbers

#ore and more people are willing to pay for digital music, as shown by the success of \_\_\_\_\_\_\_\_ | Apples iTunes

#The exclusively online publication of Stephen King's e-book Riding the Bullet in March 2000 | as disrupted by hackers who breached security, then distributed free copies of the book.

#A major purpose of an organizational knowledge base is to support and allow \_\_\_\_\_\_\_\_\_\_\_ | knowledge sharing

#The tasks of KM include each of the following EXCEPT | restricting knowledge access to prevent its transfer between individuals.

#Knowledge generated in e-business contributes to the enhancement of three core operating processes, which include all of the following EXCEPT | project management

#ustomer-to-customer (C2C) e-commerce is conducted in various ways on the Internet, but the best-known C2C activities are: | C2C auctions\

#The e-SCM process that includes integrated production and distribution processes is | supply chain replenishment.

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that the communication and collaboration are done in real time | \*Synchronous

#All of the following are types of communication and collaboration done in real time EXCEPT: | \*blogging

#M-commerce transactions and activities require \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | hardware and software infrastructures; infrastructure support

#Infrastructures that support the wireless connection are: | network access points, mobile communications server switches, and cellular transmitters and receivers.

#The exchange of updated information with other computing devices is called: | synchronization.

#A \_\_\_\_\_\_\_\_\_\_\_ is suitable for mobile users who need to make very short-range device-to-device wireless connections within a small space, such as a single room, and most commonly with Bluetooth | personal area network

#ost WLANs run on a telecommunications standard known as \_\_\_\_\_\_\_\_\_\_\_\_, which is more commonly called \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | IEEE 802.11; Wi-Fi

#The IEEE standard \_\_\_\_\_\_\_\_\_\_\_ offers bandwidth transfer rates of 200 to 540 Mbps, which makes it impractical because it exceeds the limits of most broadband connections used by homes and small businesses | 802.11n

#Mobile access supports the two functions of sales force mobilization and field service, which extends the reach of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to both employees and business partners on a 24/7 basis to any place where recipients are located | customer relationship management

#One way to share information with supply chain partners is wireless \_\_\_\_\_\_\_\_\_, which is the science of measuring physical phenomena such as temperature, volume, or an on/off condition at a remote point and transmitting the value to a distant recorder or observer | telemetry

#WiMax and 3G wireless mobile technologies offer telemedicine application opportunities that include all of the following EXCEPT | Reduced threat of malpractice suits because there is no hands-on interaction between the remote physician and the patient.

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a computer system capable of integrating, storing, editing, analyzing, sharing, and displaying spatial information | geographical information system

#All of the following about RFID are true EXCEPT: | An RFID tag can hold 20 times the amount of information a bar code can hold, and the tag can be read through cardboard, wood, and plastic at a range of up to 100 feet.

#One initiative underway that could lead to widespread support for the introduction of RFID is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which identifies the manufacturer, producer, version, and serial number of each item and does not require line-of-sight contact to be read | Electronic Product Code

#Two purposes of a type of \_\_\_\_\_\_\_\_\_\_\_\_\_ auctions are liquidation and market efficiency. | one seller, many potential buyers

#The name-your own-price model pioneered by Priceline.com is a type of \_\_\_\_\_\_\_\_\_\_\_ auction | one buyer, many potential sellers

#A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ takes place between sellers and buyers in one industry or for one commodity, such as flowers, cars, or cattle | vertical auction

#In electronic auctions, near-perfect market information is available about prices, products, current supply and demand, and so on. This feature provides benefits to\_\_\_\_\_\_\_\_\_\_\_. | buyers and sellers

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the tendency of customers to stay at Web sites longer and come back more often. | Stickiness

#Limitations of e-auctions include all of the following EXCEPT: | Dynamic pricing

#Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are multiple bidders | higher

#Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are very few bidders | lower

#John wants to know if the first edition novel he just purchased through an e-auction is actually a first edition. The auction host helps him locate an expert that will tell him whether the novel is a genuine first edition or a fake. This is an example of | authentication.

#Each of the following is true about auction rules EXCEPT | Rules eliminate conflicts with existing distributors and distribution channels.

#Many auction sites are implementing \_\_\_\_\_\_\_\_\_\_\_\_\_\_ because of the significant increase in the number of users who browse the Internet wirelessly | m-commerce applications

#The U.S. agencies dedicated to eliminating fraud resulting from phishing and crimeware are: | The High-Tech Crime Network, Anti-Phishing Working Group, and Federal Trade Commission

#\_\_\_\_\_\_\_\_\_\_\_ is a crimeware technique used to steal the identity of target companies to get the identities of their customers. | Phishing.

#Where do a huge majority, possibly as high as 95 percent, of hackers reside? | Turkey, China, Romania, or Brazil.

#The protection of information systems against unauthorized access to or modification of information that is stored, processed, or being sent over a network is referred to as \_\_\_\_\_\_\_\_. | Information assurance.

#The success and security of EC depends on the \_\_\_\_\_\_\_\_\_\_ of information and the business Web site | confidentiality, integrity, and availability

#In 2005, human error was responsible for almost \_\_\_\_\_\_\_ percent information security breaches in organizations | 60

#Which technologies are designed and used to secure EC communications across a network? | Access control lists, tokens, passwords, and biometric systems

#Secure Socket Layer (SSL), which is also known as Transport Layer Security (TLS): | is one of the major generally accepted protocols for securing e-commerce used by Microsoft and Netscape.

#In the United States, which the federal laws place legal limits on monitoring activity? | The Wiretap Act and the Pen Register, Trap, and Trace Devices statute

#A payment card that provides the holder with credit to make purchases up to a limit fixed by the card company and charges relatively high interest rates on unpaid balances is the: | credit card.

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_ offer Internet Merchant Accounts, which are special accounts for credit card authorization and payment processing. | Acquiring banks

#\_\_\_\_\_\_\_\_\_\_\_\_\_ are small online payments typically under US$10: | E-micropayments

#An advantage of e-checks is that they: | fit current business practices, and so require little process reengineering.

#The nationwide batch-oriented electronic funds transfer system that provides for interbank clearing of electronic payments for participating financial institutions is called the: | Automated Clearinghouse Network.

#Unlike the physical supply chain, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ characterize the financial supply chains of most companies. | inefficiencies

#Barriers inhibiting B2B electronic payment include all of the following EXCEPT: | strict standard formats for remittance information.

# According to a survey by Credit Research Foundation, the major reasons companies turn to EIPP solutions are all of the following EXCEPT: | elimination of billing disputes

#\_\_\_\_\_\_\_\_\_\_\_\_ is an EIPP many-to-many model with a third party acting as an intermediary, collecting or aggregating invoices from multiple sellers and payments from multiple buyers. | Consolidator

#Among the forms of online B2B payments, \_\_\_\_\_\_\_\_\_\_\_\_\_ is second only to ACH in terms of frequency of use. | Fedwire, or wire transfe

#All of the following are advantages of using purchase cards EXCEPT: | they are widely accepted in international trade.

#In global trade, a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a written agreement by a bank to pay the seller, on account of the buyer, a sum of money upon presentation of certain documents. | letter of credit

#All of the following are benefits of letters of credit (LCs) EXCEPT: | LCs are cheap and easy to establish.

#The current Internet sales tax moratorium in the United States applies to: | all sales made over the Internet if the seller has no physical presence in the state where the buyer lives.

#Many B2C and B2B businesses rely on specialized third-party software and services to calculate the taxes associated with a sale because: | of the complexities.

#For \_\_\_\_\_\_\_\_\_\_\_\_\_ companies, it may be even more important to change strategies quickly. | pure play

#Projections of the business technological, political, economic, and other environments are called | forecasts.

#The unique combination of resources, experiences, and expertise within a particular firm is called their: | core competencies

#A specific outcome of the strategy initiation phase is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which includes the vision, mission, value proposition, goals, capabilities, constraints, strengths, and weaknesses of the company. | company analysis

# A specific outcome of the strategy initiation phase is a clear statement of the companys \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which summarizes the customer segment, competitor target, and the core differentiation of ones product from the offerings of competitors. | value proposition

#Many of the outcomes from the first two phases of the strategic planning process, such as a determination of goals, competitor analysis, strategic opportunities, and risk analysis come together in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | business plan

#A management tool that assesses organizational progress toward strategic goals by measuring performance in a number of different area is | balanced scorecard

#After four years in business, a magazine publisher decides to add the online distribution of its magazine to its existing traditional publishing business. The company would need to develop a: | business case.

#The risks of being a first mover include all of the following EXCEPT | the risk that the move will be too late.

#Factors that determine whether a first mover succeeds or fails in the EC marketplace include all of the following EXCEPT: | the speed of market entry

#Rite Aid, a click-and mortar firm, enhanced its EC future by: | Buying an equity stake in a existing EC company.

#Incorrect approaches to EC strategy selection include all of the following EXCEPT: | using a late-mover strategy.

#All of the following determine the degree of collaboration between off-line and online activities in a business EXCEPT: | the pricing strategy

#The \_\_\_\_\_\_\_\_\_\_\_\_\_ pricing strategy means adding up all the costs involved, such as material, labor, rent, overhead, and so forth, and adding a percentage mark-up as profit. | cost-plus

#Implementing EC often requires significant investments in infrastructure. Therefore, a good way to start is to undertake \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | one or a few small EC pilot projects

#CIOs need to effectively communicate the value of proposed EC projects in order to gain approval for all of the following reasons EXCEPT: | Demand for expanding or initiating e-business projects is no longer strong so there are fewer requests for funding.

# One basic way to categorize different EC investments is to distinguish between investments in infrastructure and investment in specific EC applications because benefits from infrastructure investments: | are made for the long-term.

# The basic reasons that companies invest in IT and EC are all of the following EXCEPT: | to justify new marketing campaigns

#Not all EC investments need to be formally justified. All of the following are cases where formal evaluation may not be needed EXCEPT: | When competitors have made that type of investment

#Metrics are used to describe all of the following EXCEPT: | standards.

#Productivity benefits from using EC are difficult to measure because: | EC gains in certain areas of the company may be offset by losses in other areas.

# The relationship between EC investment and organizational performance is: | indirect.

#EC costs and benefits can be classified into two broad categories: | tangible and intangible

#The New York Metropolitan Transit Authority (MTA) did not need to open another airport for almost two decades, even though air traffic had tripled because of productivity gains derived from improved IT systems. IT systems added by the MTA played critical roles in ticket reservations, passenger and luggage check-in, crew assignment and scheduling, runway maintenance and management, and gate assignments. This case illustrates that: | Intangible benefits can be complex, yet substantial

#An important category of intangible benefits is \_\_\_\_\_\_\_\_\_\_\_\_ factors that include comfort to employees, impact on the physical environment, changes to the power distribution in an organization, and preventing invasion of the privacy of employees and customers. | social subsystem

# In B2C, an example of a tangible EC metric from the buyers perspective is: | cost/price of the product.

#For Governments, an example of an intangible EC metric is: | reelection of candidates

#The major steps in the process of justifying large-scale EC and IT projects include all of the following EXCEPT: | Be careful not to over-estimate cost and under-estimate benefits (a tendency of many managers)

#Types of costs and cost issues that need to be considered in justifying EC investments include all of the following EXCEPT: | opportunity costs.

#Traditional methods for evaluating EC investments include all of the following EXCEPT: | Discount rate

#Dan Welch, who owns three World Cup Coffee shops in Portland, Oregon, estimates that his free Wi-Fi network has added 10 percent to his overall revenue. Welch credits Wi-Fi consumers with spending three times as much on food compared with the average consumer. This is an example of: | business ROI

# Pouillys Poodle Shop wants to produce monthly cash flows from its Internet Doggie-Cam investment. The most appropriate method for assessing this investment is: | Internal rate of return (IRR).

#By calculating the difference between TCO and TBO, one can compute the \_\_\_\_\_\_\_\_ of an IT investment. | Payoff

# The disadvantage of the NPV method for evaluating EC and IT is: | it is difficult to compare projects of unequal lifes pans or sizes

#The following direct metrics indicate progress in e-procurement EXCEPT: | reduced inventory costs.

#Justifying information security projects: | should be done because employee security training is usually poorly done

#The average-cost curve (AVC) of physical products and digital products: | are different because the AVC of digital products declines as quantity increases forming a L-shape, while the AVC of physical products is U-shaped.

# When computing agency cost, companies should consider | only production-related costs and ignore transaction costs.

#Transaction costs include all of the following EXCEPT: | Production costs incurred for labor and overhead.

#McAfee allows users of its VirusScan virus-detection software to automatically update the latest security patches online. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to attract customers who value this automatic update. | product or service differentiation.

# A Web-based seller of CDs carefully monitors the prices charged by its competitors for identical products. This company has the ability to change a given price within three minutes in response to changes by competitors. This is an example of EC: | agility.

# All of the following are critical success factors (CSFs) of the Old Economy EXCEPT: | Create new partnerships, stay with core competency.

#As a company moves to incorporate an online presence with its traditional brick-and-mortar operation, it adds the costs related to training for all personnel in the capabilities of the EC system and a new advertising campaign to announce its new site to the costs directly associated with building the new Web presence. In this case, training and advertising are examples of: | complementary investments.

#One of the strengths of EC is the ease with which its adopters can reach a global population of consumers. However, EC-driven businesses must consider the critical elements affecting the value of EC across cultures. Those elements include all of the following EXCEPT | delivery delays

#All of the following apply to EC in developing economies EXCEPT: | Developing economies struggle with various issues that create too many business and technology risks to justify investment in those economies at this time.

#build-to-order which allows customers to configure their own customized systems | E-business

#Purely physical companies are referred to as companies, whereas | brick-and-mortar; virtual

#According to the revenue model, companies receive commissions for referring customers to others EC Web sites. | affiliate fees

#According to the revenue model, customers page a fixed amount, usually monthly, to receive some type of service. | subscription fees

# Large private organizational buyers and government agencies make large-volume or large-value purchases through , also known as reverse auctions. | electronic tendering systems

# According to the model, an organization can increase brand awareness or even generate sales by Web-based word-of-mouth marketing or promoting a product or service to other people. | viral marketing

#The digital enterprise shifts the focus from managing individual information resources such as devices, applications, and data to that define the business | orchestrating the services and workflows

# A corporation uses the Internal Revenue Service's Web site to learn how to pay its estimated quarterly income taxes. This is an example of: | E2E

#Many companies employ a(n) , which is a gateway for customers ,employees, and partners to reach corporate information and to communicate with the company. | corporate portal

#The portion of an e-sellers business processes through which customers interact, including the sellers portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway is referred to as the of the business. | front end

# The major e-marketplaces are storefronts and Internet malls. | B2C

#All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is termed the of the business. | back end

#A mode is purchasing where prices are negotiated or discounted is , which refers to nonfixed prices, such as those in auctions or stock markets. | dynamic pricing

#Although used occasionally in 132C commerce, customized catalogs are especially useful in 13213 e-commerce for each of the following reasons EXCEPT: | Intranets, in particular, can deliver customized catalogs to different business customers.

#According to data from eMarketer, approximately shop online and/or research offline-sales online | three in four Internet users age 14 and over

# A traditional brick-and-mortar store with a mature Web site uses a click- and mortar strategy to do all of the following EXCEPT: | reduce refunds and exchanges.

#The original click-and-mortar strategy used by Toys R Us failed, as did the original toy venture of Amazon.com. Afterwa ds, Toys R Us sold toys online through Amazon.com. This is an example of: | an alliance of a pure-player with a traditional retailer.

# Pricing, technical support, and logistics support are several of the that can be controlled by EC vendors and sellers | intervening variables

#Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the stage of the EC purchase decision-making process. | need identification

#The Internet introduced the concept of , which has enabled marketers and advertisers to interact or communicate directly with customers and consumers can interact with marketers/advertisers | interactive marketing

#Social class, lifestyle, personality, and activities are descriptors used in market segmentation. | psychographic

#Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by adding new customers or products include all of the following EXCEPT: | through direct mail campaigns.

#A(n) is an HTML coding statement that describes the content of a Web page and is used by search engines to index the site's content so that it can be found. | meta-tag

# A(n) is a type of pop-up ad that appears after a user clicks a link and remains while content is loading to capture the user's attention for a short time, either as a promotion or a lead-in to the site's homepage or to advertise a product or a service. | interstitial

#In selling directly, manufacturers may encounter a similar problem to that of B2C, namely with the regular distributors, including corporate dealers | the willingness of companies to incur higher costs to improve collaboration.

# In selling directly, manufacturers may encounter a similar problem to that of B2C, namely with the regular distributors, including corporate dealers | channel conflict

#The Cisco Connection Online (CCO) Website receives over 2 million hits per month for technical assistance, ordering, order checking, or software downloads. This online service had been so well received that nearly percent of all customer service | 85/95

#Indirect materials are typically used in activities | maintenance, repair, and operation (MRO)

#Some of the benefits of a(n) are that distributor scan check inventory, make transactions, and look up the status of their orders significantly reducing the number of phone calls, e-mails, and incorrect product shipments | extranet-based order-entry tool

#Because conducting reverse auction in B2B can be afairly complex process, a(n) may be essenial | third-party intermediary

#The major 13213 services include each of the following EXCEPT: | Retail

#Major implementation challenges that companies must consider when planning eprocurement initiatives include all of the following EXCEPT: | Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes

#Increasing the number of regular suppliers and integrating with their information systems and possibly with their business processes | Enables customized online catalogs with the same prices for different customers.

#occurs when 13213 eliminates a distributor or a retailer. | Disintermediation

#Companies use to sell their unneeded assets for quick disposal or to easily dispose of excess, obsolete, and returned products. | forward auctions

# By using the Internet and automatic-response software agents, GE reduced the cost of customer service calls from $5.00 per call when done by phone to perelectronically answered call. | $0.20

#In the context of EC, are electronic trading-community meeting places for many sellers and many buyers, and possibly for other business partners. | exchanges

#Light bulbs and office supplies might be purchased in a(n) by both an automaker and a steelmaker. | horizontal exchange

# In , the prices are usually dynamic and are based on changes in supply and demand. | spot sourcing

#The exchange model in which RFQs are aggregated then linked to a pool of suppliers who are notified automatically of the RFQ is the model | buyer aggregation

#A market maker evaluates an exchange between a buyer in the United States and a seller in Spain to ensure that import laws for the U.S. are followed. This is an example of the market maker: | maintaining exchange infrastructure.

#The concept of liquidity for a 13213 exchange is the: | number of buyers and sellers in a market <271>

#The most attractive industries for a vertical exchange are characterized by: | a market in which a small number of very large orders account for more than half the total market volume per year

#Attracting large business sellers to public exchanges is often difficult for all of the following reasons EXCEPT: | advertising costs in public exchanges are very expensive <288>

#An exchange that handles materials used by companies in different industries is referred to as a(n): | horizontal exchange <264>

#All of the following are true about product lifecycle management (PLM) EXCEPT: | The demand for PLM in limited because it does not apply to products that have short lifecycles or are complex <337+338>

#is the transfer of documents and computer files while video conferencing | Data conferencing

#RFID can provide immediate, short-term, and long-term value to organizations. An example of immediate value from RFID is when | an RFID tag tells inventory control every time a roll of wire moves out of the ware house and onto the factory floor

#Wal-Mart and LeviStrauss collaborate on demand forecasting in order to optimize the flow of materials along the supply chain. This is an example of: | CPFR

#is a business strategy that enables manufacturers to control and shareproduct-related data as part of product design and development efforts. | Product lifecycle management

1. To the \_\_\_\_\_\_\_\_\_\_, physical location does not matter because the Internet allows anyone to link to any Web site no matter where in the world that site might be. | b.e-tailer

2. What is true regarding competitive advantage. | d.it is difficult to sustain

3. Perhaps a potential customers most common path to a previously unknown website is through a(n) \_\_\_\_\_\_\_\_\_\_ | a.search engine

4. A competitive advantage derived from \_\_\_\_\_\_\_\_\_\_ is generally considered the best approach for a company. | d.improved value chain and/or supply chain efficiency

5. When the supermarket scans your premier customer card it links you to your purchases and then uses that information to establish a personal shopping pattern for you. Subsequently, the supermarket uses that information to target advertising (like coupons and mailers) directly to you based on your established shopping patterns, a form of one-to-one, \_\_\_\_\_\_\_\_\_\_ marketing. | e.relationship

6. Purchasing new computers or technologies generally leads to a competitive advantage for a company. | b. false

7. Web sites use \_\_\_\_\_\_\_\_\_\_ to compile personal information on their visitors and then use the information to create customer profiles. | d. a and c

8. Digital products, such as software, music, digitized images, and electronic games are a great fit for consumer focused (B2C) e-commerce because \_\_\_\_\_\_\_\_\_\_. | b. electronic distribution is more efficient than alternative distribution channels for digital products

9. When measuring the effectiveness on an online advertisement, the \_\_\_\_\_\_\_\_\_\_ is the percentage of visitors to a page who click on an advertisement. | e. click-through rate

10. \_\_\_\_\_\_\_\_\_\_ is/are used to pay for microtransactions. | d. either A or B

11. \_\_\_\_\_\_\_\_\_\_ are used by consumers to locate the best price for a desired product | a. shopping bots

12. The development of \_\_\_\_\_\_\_\_\_\_ has been more evolutionary than revolutionary. | d. intra-business e-commerce

13. Early business application programs focused on \_\_\_\_\_\_\_\_\_\_. | d. both A and B

14. Viewing a system (such as an organization) as a set of individual processes leads to \_\_\_\_\_\_\_\_\_\_. | a. sub-optimization

15. Islands of automation do not allow for productivity of individual functional groups. | b. false

16. A \_\_\_\_\_\_\_\_\_\_ is an existing, often relatively inefficient application developed for an old platform. | e. legacy application

17. On a(n) \_\_\_\_\_\_\_\_\_\_ architecture, the server does most of the work. | d. thin client

18. \_\_\_\_\_\_\_\_\_\_ is the act ferreting out previously unknown patterns and relationships from a set of data. | b. data mining

19. A(n) \_\_\_\_\_\_\_\_\_\_ is a private corporate network that uses standard Internet protocols and interfaces. | e. intranet

20. A \_\_\_\_\_\_\_\_\_\_ application is one that the company depends upon for its well-being. | e. mission critical

21. For a company to obtain competitive advantage it must use a technology/process that is: | d. a and c

22. Intra-organizational e-commerce is \_\_\_\_\_\_\_\_\_\_ focused. B2B focuses on improving information exchanges throughout the \_\_\_\_\_\_\_\_\_\_. | c. value chain/supply chain

23. In an effort to increase inter-organizational information flow, many companies expand access to corporate intranets to include selected trading partners and customers by creating a(n) \_\_\_\_\_\_\_\_\_\_. | b. Extranet

24. \_\_\_\_\_\_\_\_\_\_ is the process of planning, implementing, and controlling the flow of goods and services from point of origin to point of consumption. | d. logistics

25. \_\_\_\_\_\_\_\_\_\_ includes software and integration efforts intended to increase customer satisfaction and loyalty. | e. CRM

26. The general premise of \_\_\_\_\_\_\_\_\_\_ is to effectively manage the flow of product, information, and finances between all trading partners. | a. supply chain management

27. \_\_\_\_\_\_\_\_\_\_ is the electronic transmission of business transaction documents directly between the computers of trading partners in a standard message format. | e. none of the above - EDI

28. Which of the following is likely to have the lowest cost of entry? | a. an e-retailer

29. Before the dot-com bubble burst, a proposed B2C venture that could legitimately claim \_\_\_\_\_\_\_\_\_\_ had relatively little trouble getting startup funding. | d. first mover status

30. The ultimate objective of a companys website is to add enough value to achieve \_\_\_\_\_\_\_\_\_\_, a state in which the customer has a vested interest to stay with the company because switching to a competitor entails significant switching costs. | d. lock-in

31. Consumer interaction, the essence of consumer focused (B2C) e-commerce, is the front end to \_\_\_\_\_\_\_\_\_\_. | d. both

32. \_\_\_\_\_\_\_\_\_\_, the act of modifying a product or service to fit a given users requirements, is a possible e-commerce source of sustainable competitive advantage. | b. customization

33. Intra-business e-commerce is sometimes called \_\_\_\_\_\_\_\_\_\_ e-commerce. | e. none of the above B2E

34. In a client/server application, the \_\_\_\_\_\_\_\_\_\_ logic provides the user interface. | c. presentation

35. We can directly connect information systems with increased firm performance. | b. false

36. A \_\_\_\_\_\_\_\_\_\_ is operated by a trusted third party that offers bandwidth and other value added services to facilitate interconnectivity among multiple organizations. | b. value added network (VAN)

37. What is the primary responsibility of the Chief Information Officer? | c. set and guide the information systems strategy

38. A(n) \_\_\_\_\_\_\_\_\_\_ is a pseudo private data network that uses public bandwidth in combination with a tunneling protocol and security procedures. | c.virtual private network (VPN)

39. Which of the following forms of connectivity is the least scalable? | d. private leased network

40. A VPN relies on a special protocol understood only by the VPN software to transmit packets, a technique called \_\_\_\_\_\_\_\_\_\_. | a. encryption

Bonus (1 pt): What is the name of TCUs football team? | e. Horned Frogs (hint pick this one)

QN=4 Purely physical companies are referred to as companies, whereas companies that are engaged only in EC are considered companies. | brick-and-mortar; virtual

QN=8 Intrabusiness EC is usually performed over intranets and/or . | corporate portals

QN=9 A technology that is used to electronically transfer routine documents, such as invoices and purchase orders, and for financial transactions is . | Electronic data interchange

QN=12 According to the Business Environment Impact Model, provide support to organizations activities and to actual performance, countering business pressures. | EC and IT

QN=13 A is a companys method of doing business to generate revenue to sustain itself. | business model

QN=23 The digital enterprise shifts the focus from managing individual information resources such as devices, applications, and data to that define the business and ultimately deliver value to customers and end users. | orchestrating the services and workflows

QN=25 Many companies employ a(n) , which is a gateway for customers, employees, and partners to reach corporate information and to communicate with the company. | corporate portal

QN=3 8 are online markets owned and operated by a single company and may be either sell-side or buy-side. | Private e-marketplaces

QN=39 A(n) is a single point of access through a Web browser to help users find relevant and accurate business information and reduce information overload. | information portal

QN=46 To be successful and useful, large e-catalogs need a(n) . | search engine

QN=47 A has capabilities that can be used to perform routine tasks that require intelligence such as providing customers with assistance based on their movements on a Web site. | software agent

QN=56 It can be said that competition between companies is being replaced by competition between . | networks

QN=59 One of the major benefits of e-markets is the improvement in supply chains with the creation of a(n) . | hub-based chain

QN=102 The term refers to the number of times users call up a page that has a banner on it during a specific period | ad view

QN=111 Advertising in chat rooms, blogs, or social networks can achieve each of the following EXCEPT: | they can be used as one-to-one connections between a company and its customers

QN=115 Once a company knows a consumers preferences, the company can predict, without asking the consumer directly, what other products or services that consumer might enjoy through . | collaborative filtering

QN=120 The major disadvantage of banners is . | their cost

QN=127 The Cisco Connection Online (CCO) Website receives over 2 million hits per month for technical assistance, ordering, order checking, or software downloads. This online service had been so well received that nearly percent of all customer service | 25/35

QN=130 With , a business sells to a business but delivers small quantities to customers of the buying business. | B2B2C

QN=131 A(n) is an online third party that brokers B2B transactions between a buyer and seller. | intermediary

QN=136 can be supported more effectively and efficiently through direct buyer seller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges. | Strategic purchases

QN=139 The consists of a number of interrelated subprocesses that extend from the acquisition of materials from suppliers to packaging it and moving it to distributors and retailers. | supply chain

QN=140 1. Companies will usually separate B2C orders from B2B orders because B2C and B2B orders have different | order-sulfillment processes and different pricing models

QN=145 Which of the following is not one of the major benefits of 13213? | Enables customized online catalogs with the same prices for different customers.

QN=147 In a sell-side e-marketplace, a business sells products and services to business customers, frequently over . | an extranet

QN=148 One of the major problems facing direct sellers is . | how to find buyers

QN=153 By using the Internet and automatic-response software agents, GE reduced the cost of customer service calls from $5.00 per call when done by phone to per electronically answered call. | $0.20

QN=161 In , the prices are usually negotiated or fixed. | strategic sourcing

QN=206 Corporations are moving their phone systems to to cut costs and boost efficiency | VoIP

QN=211 The purpose of CPFR is to: | ensure that members of the supply chain will have the right amount of raw materials and finished good when they need them <334>

QN=220 are a popular online publishing technology for creating a Web page that can be edited by anyone with a standard Web browser. | Wikis

QN=238 is commonly used to broadcast public lectures and e-seminars, promote the work of new or unknown musicians, and broadcast international entertainment activities. | Webcasting

QN=243 Customer-to-customer (C2C) e-commerce is conducted in various ways on the Internet, but the best-known C2C activities are: | C2C auctions

QN=258 A is suitable for mobile users who need to make very short-range device to-device wireless connections within a small space, such as a single room, and most commonly with Bluetooth. | personal area network

QN=265 One initiative underway that could lead to widespread support for the introduction of RFID is the , which identifies the manufacturer, producer, version, and serial number of each item and does not require line-of-sight contact to be read. | Electronic Product Code

QN=269 All of the following about RFID are true EXCEPT: | an RFID tag can hold 20 times the amount of information a bar code can hold, and the tag can be read through cardboard, wood, and plastic at a range of up to 100 feet <456>

QN=272 A(n) is a computer system capable of integrating, storing, editing, analyzing, sharing, and displaying spatial information. | geographical information system

Many experts believe that the next major step in the evolution of computing will be in which almost every object will have processing power and a wired or wireless connection to a network. | pervasive computing

QN=31 1 The success and security of EC depends on the of information and the business Web site. | confidentiality, integrity, and availability

QN=336 Characteristics of 13213 payments include all of the following EXCEPT: | They require less rigor and security than 132C payments.

QN=360 Projections of the business technological, political, economic, and other environments are called: | forecasts.

QN=373 All of the following determine the degree of collaboration between off-line and online activities in a business EXCEPT: | the pricing strategy.

1. A transaction completed electronically between two businesses over the Internet, extranets, intranets or private networks is a B2B transaction. | True

2. eB2B transactions are expected to grow to $10 billion by 2008. | False

3. A company uses a third-party's Web site to help them find clients. When the sale is made, the third party helps broker and arrange shipment of the items. The third party is an online intermediary. | True

4. Mark is purchasing crude oil through an online system. This is an example of strategic sourcing. | False

5. A sell-side marketplace deals with one seller and many potential buyers. | True

6. In a sell-side marketplace, the seller must produce all or part of the goods they sell. | True

7. Forward auctions give company Web sites "stickiness." This means that it is difficult to sell goods and have the customer "stick" to the site. | False

8. In e-procurement, office supplies for a manufacturing company would be considered direct materials. | False

9. A common inefficiency in procurement management is spending too much time on MROs and not enough time on high value items. | True

10. Reverse auctions did not exist before being created on the Internet. | True

11. Internal aggregation of products for group purchasing is usually done by large organizations. | True

12. Supply chain partners using Web-based systems to combine orders to decrease costs is an example of group purchasing. | True

13. Internet XML has no advantage over traditional EDI systems. | False

14. Agents can be used in B2B marketplaces to collect product data. | True

15. Affiliate programs can only be used in B2C models. | False

1. A market maker organizes an e-marketplace. | True

2. SRM systems manage shipping of products. | False

3. Indirect materials are generally purchased in horizontal exchanges. | True

4. Dynamic pricing most often occurs in systemic sourcing. | False

5. Observing members are not generally allowed to trade in exchanges. | True

6. Information portals offer a variety of services to encourages users to use and return to their Web sites. | True

7. In a supplier aggregation model the exchange attempts to group many seller's products and services into one exchange. | True

8. Most selling-oriented consortia are horizontal. | False

9. In static trading prices are quickly influenced by supply and demand. | False

10. Because exchanges are providing a service, they do not require a revenue model. | False

11. Trust is less important in B2B than in B2C. | False

13. Brand building is not important in establishing an exchange. | False

14. Extranets are a major network structure in B2B exchanges. | True

15. Neutrality among members and groups is vital for the management of an exchange. | True

1. A supply chain is the flow of materials. | False

2. E-supply chains are usually managed using traditional, non-web-based systems. | False

3. Collaborative planning usually only involves one firm. | False

4. EDI is no longer used. | False

5. RFID tags are very expensive. | False

6. A commercial portal offers broad content targeted to a narrow audience. | False

7. Lack of search and retrieval tools is a common problem for corporate portals. | True

8. RUBEE is meant to replace RFID | False

9. Grid computing is a form of distributed computing. | True

10. A VMI system helps a firm manage its internal inventory. | False

11. PLM focuses on managing a product over time. | True

12. Groupware are software products used to support individualized workflows. | False

13. The cost of converting an existing client-server network to an internal Web is very expensive, even if the business is currently using the Internet. | False

14. Corporate portals are popular in large corporations. | True

15. The security of an intranet is important, so many businesses use firewalls to protect them. | True

1. Intrabusiness EC is comprised of B2E commerce only. | False

2. Employees purchasing office supplier for their work through an outside vendor is an example of B2E. | False

3. An intranet is an internal network for companies that uses Internet standards. | True

4. Most US companies have an intranet. | True

5. Document management can be an important application on corporate intranets. | True

6. Electronic voting involves many steps. | True

7. A citizen surfing the Internet is a netizen. | True

8. P2P systems primarily allow business to share media with customers. | False

9. The sole purpose of e-government is to use EC technologies to sell products to citizens and collect taxes. | False

10. G2G (government-to-government) includes only intergovernmental activities. | True

11. Online auctions are a good example of customer-to-customer (C2C) EC. | True

12. By definition there are no commercial applications of C2C. | False

13. Online delivery of information for purposes of education is L-Commerce. | False

14. Flexibility is a benefit of e-learning. | True

15. Edutainment is the combination of education and entertainment. | True

1. Mobile commerce is any EC done in a wireless environment. | True

2. M-commerce is also known as m-business. | True

3. The 3G standard does not yet support multimedia such as video clips. | False

4. M-commerce allows for localization of services by knowing exactly where a user might be located. | True

5. In the US, cellular companies are not required to support 911 calls. | False

6. In order for a cell phone to be used for m-commerce, it must have a display screen. | True

7. Cellular radio technology divides areas geographically to support services. | True

8. Bluetooth is a technology that allows for the transmission of data using a radio frequency. | True

9. Computer viruses are not a potential risk to mobile devices because they are wireless. | False

10. Interactive voice response (IVR) systems allow users to send and receive information through an interface that is controlled by their voice. | True

11. Mobile devices can be used to pay for items from a vending machine using a micropayments system. | True

12. Telematics is the integration of cell phones and GPS systems. | False

13. Mobile business applications can be used to support employees through Internet-based and non-Internet- based applications. | True

14. GPS systems are key to the future of l-commerce. | True

15. Slow connections to WAP sites are a limitation of m-commerce. | True

1. Preventing vulnerability during the EC design and per-implementation stage is far more expensive than mitigating problems later. | False

2. Phishing is rampant because some people respond to it and make it profitable. | True

3. Access control involves authorization and authentication. | True

5. The assurance that an online customer or trading partner cannot falsely deny their purchase or transaction is referred to as: | nonrepudiation.

6. Fingerprint scanners, facial recognition systems, and voice recognition are examples of \_\_\_\_\_\_\_\_ that recognize a person by some physical trait. | biometric systems

7. \_\_\_\_\_\_\_\_ is the criminal, fraudulent process of attempting to acquire confidential information by masquerading as a trustworthy entity. | Phishing

8. A botnet is: | a huge number of hijacked Internet computers that have been set up to forward traffic, including spam and viruses, to other computers on the Internet.

9. A summary of a message, converted into a string of digits after the hash has been applied, best describes: | message digest.

10. A law that makes it a crime to send commercial e-mail messages with false or misleading message headers or misleading subject lines is: | CAN-SPAM.

11. The work atmosphere that a company sets for its employees describes: | internal control environment.

12. The combination of the encrypted original message and the digital signature, using the recipient's public key, best describes: | digital envelope.

13. The success and security of EC is measured by: | confidentiality, integrity, and availability.

14. Each of the following is a true statement about access control except: | All resources need to be considered together to identify the rights of users or categories of users.

15. Assurance that stored data has not been modified without authorization and a message that was sent is the same message that was received is referred to as: | integrity.

16. The motives of hackers have shifted from the desire for fame and notoriety to advancing personal and political agendas. | False

17. Keystroke logging captures and records user keystrokes. | True

18. Cybercrimes are intentional crimes carried out on the Internet. | True

19. Social engineering is an example of an unintentional threat. | False

20. Authentication provides the means to reconstruct what specific actions have occurred and may help EC security investigators identify the person or program that performed unauthorized actions. | True

21. The process of verifying the real identity of an individual, computer, computer program, or EC Web site best describes: | authentication.

22. Encryption components include each of the following except: | internal control environment.

23. Protecting information and information systems from unauthorized access, use, disclosure, disruption, modification, perusal, inspection, recording, or destruction best defines: | information security.

24. The protection of information systems against unauthorized access to or modification of information that is stored, processed, or being sent over a network is referred to as: | information assurance.

25. An attack on a website in which an attacker uses specialized software to send a flood of data packets to the target computer with the aim of overloading its resources best describes: | denial-of-service attack.

26. Which of the following is not an advantage of virtual private networks (VPN) for data communications? | They ensure the confidentiality and integrity of the data transmitted over the Internet without requiring encryption.

27. Security functions or characteristics of digital signatures include each of the following except: | A digital signature is the electronic equivalent of a personal signature, which can be forged.

28. A scheme for securing e-payments using public key encryption and various technical components best describes: | public key infrastructure.

29. A method of encryption that uses a pair of matched keys, including a public key to encrypt a message and a private key to decrypt it, describes: | public asymmetric key encryption.

2. In the authorization process, money is transferred from the buyer's to the merchant's account. | False

4. Which of the following spurred the use of debit cards by eliminating the requirement for merchants to issue receipts for debit purchases of $15 or less? | U.S. Electronic Funds Transfer Act

5. The type of contact card that is erasable and modifiable is: | EEPROM.

6. Factors influencing whether a particular e-payment method achieves critical mass include: | all of the above.

7. A smart card containing a small gold plate on the face that when inserted in a smart card reader makes contact and passes data to and from the embedded microchip is a: | contact card.

8. Factors that determine whether a particular method of e-payment achieves critical mass include each of the following except: | full traceability of the buyers.

10. Costs associated with fraudulent transactions include: | all of the above.

11. The barrier to selling books online, either hardcopy or electronic, is technical and not ?nancial. | False

12. In the online world, virtually every attempt to disintermediate cash and credit cards has failed. | True

13. The overwhelming majority of B2C purchases are paid for by smart cards. | False

14. E-payment systems that require the payer to install specialized security software have proven more likely to succeed. | False

15. The success of an e-payment method depends on its interoperability with existing enterprise systems and applications. | True

16. To succeed, special e-payment methods, such as e-cash, have to maintain anonymity. | True

17. E-payment methods that can address the lower or higher end of the price continuum are unlikely to be widely accepted because of cost and security issues. | False

18. In the settlement process, the systems must determine whether a buyer's card is active and whether the cardholder has su?cient funds available for the purchase. | False

19. The processing of card payments has two major phases: identi?cation and settlement. | False

20. Credit cards, charge cards, and debit cards are three forms of online payment cards. | True

21. Thirty-eight percent of all merchants use negative lists, which are ?les that include a customer's information and the status of that customer. A customer's transaction is matched against these ?les and ?agged if the customer is a known problem. | True

22. An electronic card that contains information that can be used for payment purposes best describes: | payment card

23. For a given type of payment card and processing system, the processes and participants are essentially the same for offline (card present) and online (card not present) purchases. | True

24. In the online world, merchants are not held liable for fraudulent transactions. | False

25. Because of their visibility and large sales volumes, larger firms are more susceptible to fraud than medium-sized firms. | False

1. A searchable database of computer hardware that meets a strict set of environmental criteria best describes: | Electronic Product Environmental Assessment Tool.

3. For \_\_\_\_\_\_\_\_ companies, it may be even more important to change strategies quickly. | pure-play

4. \_\_\_\_\_\_\_\_ is an umbrella term for any of several arrangements that allow a vendor of content in electronic form to control the material and restrict its usage. | Digital rights management

5. Metrics are used to describe each of the following except: | standards.

6. The study and practice of ecofriendly computing resources, and it is now a key concern of businesses in all industries best describes: | green computing.

7. Worldwide purchases of EPEAT-registered products result in each of the following except: | reduced staffing requirements.

8. Google and eBay have similar core competencies. | False

9. Blue computing is the study and practice of ecofriendly computing resources. | False

10. In the strategy implementation phase, general long-term plans are continuously evaluated. | False

11. Project management is the process of making the selected applications and projects a reality, including hiring staff; purchasing equipment; and licensing, purchasing, or writing software. | True

12. Trends that may slow EC and Web 2.0, and even cripple the Internet include: | all of the above.

13. Internet capabilities that make it more difficult for companies to capture profits include each of the following except: | The Internet makes it easier to make secure payments.

14. Google's \_\_\_\_\_\_\_\_ is its expertise in information search technology. | core competency

15. Which U.S. law mandates the use of filtering technologies in schools and libraries that receive certain types of federal funding? | Children's Internet Protection Act

16. Many companies use different names, colors, sizes, and packaging for their overseas products and services. This practice is referred to as: | localization.

17. The threat of substitute products or services is a major force that can endanger a company's position in a given industry. | True

18. Ethics is the branch of philosophy that deals with what is considered to be right and wrong. | True

19. Forecasting means identifying business, technological, political, economic, and other relevant trends that are currently affecting the business or that have the potential to do so in the future. | True

20. An agreement that requires computer users to take specific steps to allow the collection of personal information is called: | opt-in.

21. The legal term for the use of the work without permission or contracting for payment of a royalty is | infringement.

22. In law, fair use refers to the use of copyrighted material for \_\_\_\_\_\_\_\_ purposes. | noncommercial

23. Intangible metrics in the model for IT project justification include each of the following except: | lead-time.

25. Justifying an EC investment by comparing the costs of each project against its benefits is known as a cost-benefit analysis. | True

1. Web site usability means that people who use the Web site can do so quickly and easily to accomplish their tasks and may also consider such factors as cost-effectiveness and usefulness. | True

2. Unlike the brick-and-mortar marketplace, the failure rate for online companies is low. | False

3. Business process management systems monitor the execution of the business processes so that managers can analyze and change processes in response to data, rather than on just a hunch. | True

4. Insuring: | is the in-house development of applications.

5. Basic options for developing an EC Web site include each of the following except: | clone a competitor's Web site.

6. In organizational transformation: | there is always a sharp break with the past and every aspect of the business will probably change.

7. Factors determining usability include: | all of the above.

8. Reprise Electronics, a conglomerate that manufactures and sells all kinds of electronic goods under several brand names, currently has separate Web sites for each of its brands. The company decides to bring all of the Web sites together through a single site that, in addition to providing links to the brand pages, will also provide general information about how to select electronic merchandise and informational pages about the Reprise Company today and its management team. This is an example of adding: | a portal.

9. Secondary content that offers a coupon, rebate, or special service is called: | promotion.

10. The primary reason for writing a business plan is to: | acquire external funding.

11. Syndicated content is Web content that matches the needs and expectations of the individual visitor. | False

12. Content creation and management for a large EC site can be slow and expensive. | True

13. A plan for organizing the underlying infrastructure and applications of a site best describes: | EC architecture.

14. The process of selecting a software vendor and EC package includes each of the following except: | close vendor contract.

15. Outsourcing options for creating and operating EC applications include: | all of the above.

16. \_\_\_\_\_\_\_\_ is the name-based address that identifies an Internet-connected server. | Domain name

17. When creating a new business, the first step is to: | identify a consumer or business need that is not presently being met.

18. \_\_\_\_\_\_\_\_ is money invested in a business by an individual, a group of individuals, or a funding company in exchange for equity in the business. | Venture capital

19. The first step in creating a new company or adding an online project is to identify a consumer or business need in the marketplace. | True

20. Chaplin's Pet Store has been in business for many years. Chaplin, the present owner, decides to open an online sales channel where he can advertise and sell the same gourmet pet food. This is an example of adding: | a Webstore.

21. Which of the following is true regarding a second round of financing? | IPO investors will pay the highest price per share.

22. A major entertainment company has four studios that have been in the same location for more than ten years. The company includes a page on its Web site with addresses, phone numbers, and general e-mail addresses for each of these studios. None of this information has changed since the Web site was developed. This is an example of \_\_\_\_\_\_\_\_ content. | static

23. Disadvantages for using the off-the-shelf approach as an EC development strategy include: | Software may not exactly meet the company's needs.

25. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development. | angel

26. A\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a company, university, or nonprofit organization that supports promising businesses in their initial stages of development. | incubator

27. The difference between a business plan and a business case is: | all new businesses should have a business plan, but only existing businesses planning a major EC or IT initiative should develop a business case.

28. The key difference between an e-business plan and a traditional business plan is that the entrepreneur must: | understand that the Internet is a unique sales channel.

30. A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Web site does little more than provide information about the business and its products. | informational

1. Electronic commerce is the process of buying, selling, or exchanging products, services, or information via computer | True

2. Buying an e-book from Amazon is an example of partial electronic commerce. | False

3. A brick-and-mortar organization performs its primary business offline, selling physical products by means of physical agents. | True

4. An extranet is a network that uses private corporate networks to link together multiple intranets. | False

5. Selling and buying electronically can be either business-to-consumer or business-to-business. | True

6. Purchasing a computer from dell.com is an example of B2B commerce. | False

7. Net-a-Porter buying merchandise from its designers is an example of B2B commerce. | True

8. Network infrastructures include cell phones and other electronic devices that are located in various locations by telecommunications networks, including wireless ones. | True

9. Today, over 90 percent of EC volume is B2C. | False

10. If a company purchases Godiva chocolates as gifts for its employees and has Godiva mail them directly to the recipient, the company is engaged in B2B2C. | True

11. S-commerce refers to electronic commerce activities conducted on Facebook or influenced by the site | False

12. Despite the failures of individual companies and initiatives, the total volume of EC has been growing each year. | True

13. The first generation of EC involves social networks, virtual worlds, and online transactions. | False

14. . E-commerce 2.0 is based primarily on blogs and corporate-sponsored collaboration. | False

15. According to O'Reilly (2005), Web 2.0 Level 1 applications operate offline but gain features from going online. | True

16. Social networking is the execution of any Web 2.0 activity, such as blogging and/or having a presence in a social network. | True

17. By definition, enterprise social networks are public. | False

18. Booking tickets on Facebook without leaving the social network is an example of enterprise social commerce. | False

19. Major characteristics of the digital economy include obsolescence, digitization, and wars. | True

21. The financial crisis of 2008-2010 resulted in many companies going out of business or being acquired by other companies. | True

22. Political and government is an example of a societal business pressure. Answer: | False

23. Rapid technological obsolescence is an example of a technological business pressure. | True

24. Responses to environmental pressures may include activities that exploit opportunities created by changing conditions. | True

25. Efficient transactions, price comparisons for customers, and global reach are three major capabilities that contribute to the growth of EC. | True

26. . Business model refers to the series of value-adding activities that an organization performs to achieve its goals, such as making a profit, at various stages of the production process. | False

27. A business model is a method of doing business by which a company can generate revenue to sustain itself. | True

28. Referencing the licensing fees revenue model, a company receives commissions for referring customers to others' websites. | False

29. A business model outlines how the organization, or the EC project, will generate revenue through sales, transaction fees, advertising fees, affiliate fees, or other revenue sources | False

30. Value proposition refers to the benefits that a company can derive from using EC. | True

acceptable use policy (AUP) | Policy that informs users of their responsibilities when using company networks, wireless devices, customer data, and so forth.

acceptance testing | Determining whether a Web site meets the original business objectives and vision.

access control | Mechanism that determines who can legitimately use a network resource.

ad management | Methodology and software that enable organizations to perform a variety of activities involved in Web advertising (e.g., tracking viewers, rotating ads).

ad views | The number of times users call up a page that has a banner on it during a specific period; known as impressions or page views.

Address Verification System (AVS) | Detects fraud by comparing the address entered on a Web page with the address information on file with the cardholders issuing bank.

affiliate marketing | A marketing arrangement by which an organization refers consumers to the selling companys Web site.

angel investor | A wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development.

application controls | Controls that are intended to protect specific applications.

attractors | Web site features that attract and interact with visitors in the target stakeholder group.

auction | A competitive process in which a seller solicits consecutive bids from buyers (forward auctions) or a buyer solicits bids from sellers (backward auctions). Prices are determined dynamically by the bids.

audit | An important part of any control system. Auditing can be viewed as an additional layer of controls or safeguards. It is considered as a deterrent to criminal actions especially for insiders.

authentication | Process to verify (assure) the real identity of an individual, computer, computer program, or EC Web site.

authorization | Determines whether a buyers card is active and the customer has sufficient funds.

Automated Clearing House (ACH) Network | A nationwide batch-oriented electronic funds transfer system that provides for the interbank clearing of electronic payments for participating financial institutions.

autoresponders | Automated e-mail reply systems (text files returned via e-mail) that provide answers to commonly asked questions.

availability | Assurance that access to data, the Web site, or other EC data service is timely, available, reliable, and restricted to authorized users.

avatars | Animated computer characters that exhibit humanlike movements and behaviors.

B2B portals | Information portals for businesses.

back end | The activities that support online order fulfillment, inventory management, purchasing from suppliers, payment processing, packaging, and delivery.

balanced scorecard | A management tool that assesses organizational progress toward strategic goals by measuring performance in a number of different areas.

banking Trojan | A Trojan that comes to life when computer owners visit one of a number of online banking or e-commerce sites.

banner | On a Web page, a graphic advertising display linked to the advertisers Web page.

bartering | The exchange of goods and services.

bartering exchange | An intermediary that links parties in a barter; a company submits its surplus to the exchange and receives points of credit, which can be used to buy the items that the company needs from other exchange participants.

behavioral targeting | The use of information collected on an individuals Internet-browsing behavior to select which advertisements to display to that individual.

biometric control | An automated method for verifying the identity of a person based on physical or behavioral characteristics.

biometric systems | Authentication systems that identify a person by measurement of a biological characteristic, such as fingerprints, iris (eye) patterns, facial features, or voice.

biometrics | An individuals unique physical or behavioral characteristics that can be used to identify an individual precisely (e.g., fingerprints).

blog | A personal Web site that is open to the public to read and to interact with; dedicated to specific topics or issues.

Bluetooth | A set of telecommunications standards that enables wireless devices to communicate with each other over short distances.

botnet | A huge number (e.g., hundreds of thousands) of hijacked Internet computers that have been set up to forward traffic, including spam and viruses, to other computers on the Internet.

brick-and-mortar (old economy) organizations | Old-economy organizations (corporations) that perform their primary business offline, selling physical products by means of physical agents.

brick-and-mortar (old economy) retailers | Retailers who do business in the non-Internet, physical world in traditional brick-and-mortar stores.

build-to-order (pull system) | A manufacturing process that starts with an order (usually customized). Once the order is paid for, the vendor starts to fulfill it.

bullwhip effect | Erratic shifts in order up and down supply chains.

business case | A document that justifies the investment of internal, organizational resources in a specific application or project.

business continuity plan | A plan that keeps the business running after a disaster occurs. Each function in the business should have a valid recovery capability plan.

business ethics | A form of applied ethics that examines ethical principles and moral or ethical problems that arise in a business environment.

business impact analysis (BIA) | An exercise that determines the impact of losing the support of an EC resource to an organization and establishes the escalation of that loss over time, identifies the minimum resources needed to recover, and prioritizes the recovery of processes and supporting systems.

business intelligence | Activities that not only collect and process data, but also make possible analysis that results in usefulintelligentsolutions to business problems.

business model | A method of doing business by which a company can generate revenue to sustain itself.

business network | A group of people who have some kind of commercial relationship; for example, sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues.

business plan | A written document that identifies a companys goals and outlines how the company intends to achieve the goals and at what cost.

business process management (BPM) | Method for business restructuring that combines workflow systems and redesign methods; covers three process categoriespeople-to-people, systems-to-systems, and systems-to-people interactions.

business social network | A social network whose primary objective is to facilitate business connections and activities.

business-oriented networks | Social networks whose primary objective is to facilitate business.

business-to-business (B2B) | E-commerce model in which all of the participants are businesses or other organizations.

business-to-business e-commerce (B2B EC) | Transactions between businesses conducted electronically over the Internet, extranets, intranets, or private networks; also known as eB2B (electronic B2B) or just B2B.

business-to-business-to-consumer (B2B2C) | E-commerce model in which a business provides some product or service to a client business that maintains its own customers.

business-to-consumer (B2C) | E-commerce model in which businesses sell to individual shoppers.

business-to-employees (B2E) | E-commerce model in which an organization delivers services, information, or products to its individual employees.

button | A small banner that is linked to a Web site. It can contain downloadable software.

buy-side e-marketplace | A corporate-based acquisition site that uses reverse auctions, negotiations, group purchasing, or any other e-procurement method.

Captcha tool | Completely Automated Public Turing test to tell Computers and Humans Apart, which uses a verification test on comment pages to stop scripts from posting automatically.

card verification number (CVN) | Detects fraud by comparing the verification number printed on the signature strip on the back of the card with the information on file with the cardholders issuing bank.

certificate authorities (CAs) | Third parties that issue digital certificates.

channel conflict | Situation in which an online marketing channel upsets the traditional channels due to real or perceived damage from competition.

chatterbots | Animation characters that can talk (chat).

Childrens Internet Protection Act (CIPA) | U.S. law that mandates the use of filtering technologies in schools and libraries that receive certain types of federal funding.

CIA security triad (CIA triad) | Three security concepts important to information on the Internet: confidentiality, integrity, and availability.

ciphertext | A plaintext message after it has been encrypted into a machine-readable form.

civil litigation | An adversarial proceeding in which a party (the plaintiff ) sues another party (the defendant) to get compensation for a wrong committed by the defendant.

click (click-through or ad click) | A count made each time a visitor clicks on an advertising banner to access the advertisers Web site.

click-and-mortar (click-and-brick) organizations | Organizations that conduct some e-commerce activities, usually as an additional marketing channel.

click-and-mortar retailers | Brick-and-mortar retailers that offer a transactional Web site from which to conduct business.

click-through rate | The percentage of visitors who are exposed to a banner ad and click on it.

click-through ratio | The ratio between the number of clicks on a banner ad and the number of times it is seen by viewers; measures the success of a banner in attracting visitors to click on the ad .

clickstream behavior | Customer movements on the Internet.

clickstream data | Data that occur inside the Web environment; they provide a trail of the users activities (the users clickstream behavior) in the Web site.

collaboration hub | The central point of control for an emarket. A single c-hub, representing one e-market owner, can host multiple collaboration spaces (c-spaces) in which trading partners use c-enablers to exchange data with the c-hub.

collaborative commerce (c-commerce) | The use of digital technologies that enable companies to collaboratively plan, design, develop, manage, and research products, services, and innovative EC applications.

collaborative filtering | A market research and personalization method that uses customer data to predict, based on formulas derived from behavioral sciences, what other products or services a customer may enjoy; predictions can be extended to other customers with similar profiles.

collaborative planning | A business practice that combines the business knowledge and forecasts of multiple players along a supply chain to improve the planning and fulfillment of customer demand.

collaborative planning, forecasting, and replenishment (CPFR) | Project in which suppliers and retailers collaborate in their planning and demand forecasting to optimize flow of materials along the supply chain.

collaborative Website | A site that allows business partners to collaborate.

company-centric EC | E-commerce that focuses on a single companys buying needs (many-to-one, or buy-side) or selling needs (one-to-many, or sell-side).

competitor analysis grid | A strategic planning tool that highlights points of differentiation between competitors and the target firm.

compliance data | All data belonging or pertaining to an enterprise included in the law, which can be used for the purpose of implementing or validating compliance.

Computer Fraud and Abuse Act (CFAA) | Major computer crime law to protect government computers and other Internet-connected computers.

Computing Technology Industry Association (CompTIA) | Nonprofit trade group providing information security research and best practices.

confidentiality | Assurance of data privacy and accuracy. Keeping private or sensitive information from being disclosed to unauthorized individuals, entities, or processes.

considered commerce | Conducting e-commerce where the online channel of a business is integrated with the physical retail business as opposed to being a separate channel.

consortium trading exchange (CTE) | An exchange formed and operated by a group of major companies in an industry to provide industry-wide transaction services.

consumer-to-business (C2B) | E-commerce model in which individuals use the Internet to sell products or services to organizations or individuals who seek sellers to bid on products or services they need.

consumer-to-consumer (C2C) | E-commerce model in which consumers sell directly to other consumers.

contact card | A smart card containing a small gold plate on the face that when inserted in a smart card reader makes contact and passes data to and from the embedded microchip.

contactless (proximity) card | A smart card with an embedded antenna, by means of which data and applications are passed to and from a card reader unit or other device without contact between the card and the card reader.

content | The text, images, sound, and video that make up a Web page.

content management | The process of adding, revising, and removing content from a Web site to keep content fresh, accurate, compelling, and credible.

Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act | Law that makes it a crime to send commercial e-mail messages with false or misleading message headers or misleading subject lines.

conversion rate | The percentage of clickers who actually make a purchase.

cookie | A data file that is placed on a users hard drive by a remote Web server, frequently without disclosure or the users consent, that collects information about the users activities at a site.

copyright | An exclusive right of the author or creator of a book, movie, musical composition, or other artistic property to print, copy, sell, license, distribute, transform to another medium, translate, record, perform, or otherwise use.

corporate portal | A major gateway through which employees, business partners, and the public can enter a corporate Web site.

cost-benefit analysis | A comparison of the costs of a project against the benefits.

CPM (cost per thousand impressions) | The fee an advertiser pays for each 1,000 times a page with a banner ad is shown.

cracker | A malicious hacker who may represent a serious problem for a corporation.

CRM analytics | Applying business analytic techniques and business intelligence such as data mining and online analytic processing to CRM applications.

cross-selling | Offering similar or complementary products and services to increase sales.

CSI Computer Crime and Security Survey | Annual security survey of U.S. corporations, government agencies, financial and medical institutions, and universities conducted by the Computer Security Institute.

customer interaction center (CIC) | A comprehensive service entity in which EC vendors address customer service issues communicated through various contact channels.

customer relationship management (CRM) | A customer service approach that focuses on building long-term and sustainable customer relationships that add value both for the customer and the selling company.

customization | Creation of a product or service according to the buyers specifications.

cybercrime | Intentional crimes carried out on the Internet.

cybercriminal | A person who intentionally carries out crimes over the Internet.

darknets | Private online community that is only open to those who belong to it.

Data Encryption Standard (DES) | The standard symmetric encryption algorithm supported by the NIST and used by U.S. government agencies until October 2000.

data mart | A small data warehouse designed for a strategic business unit (SBU) or department.

data mining | The process of searching a large database to discover previously unknown patterns; automates the process of finding predictive information.

data warehouse (DW) | A single, server-based data repository that allows centralized analysis, security, and control over data.

denial of service (DoS) attack | An attack on a Web site in which an attacker uses specialized software to send a flood of data packets to the target computer with the aim of overloading its resources.

desktop purchasing | Direct purchasing from internal marketplaces without the approval of supervisors and without the intervention of a procurement department.

desktop search | Search tools that search the contents of a users or organizations computer files, rather than searching the Internet. The emphasis is on finding all the information that is available on the users PC, including Web browser histories, e-mail archives, and word-processed documents, as well as in all internal files and databases.

detection measures | Ways to determine whether intruders attempted to break into the EC system; whether they were successful; and what they may have done.

deterring measures | Actions that will make criminals abandon their idea of attacking a specific system (e.g., the possibility of losing a job for insiders).

differentiation | Providing a product or service that is unique.

digital divide | Refers to the gap between people with effective access to digital and information technology and those without.

digital economy | An economy that is based on digital technologies, including digital communication networks, computers, software, and other related information technologies; also called the Internet economy, the new economy, or the Web economy.

digital enterprise | A new business model that uses IT in a fundamental way to accomplish one or more of three basic objectives: reach and engage customers more effectively, boost employee productivity, and improve operating efficiency. It uses converged communication and computing technology in a way that improves business processes.

digital envelope | The combination of the encrypted original message and the digital signature, using the recipients public key.

digital products | Goods that can be transformed to digital format and delivered over the Internet.

digital rights management (DRM) | An umbrella term for any of several arrangements that allow a vendor of content in electronic form to control the material and restrict its usage.

digital signature or digital certificate | Validates the sender and time stamp of a transaction so it cannot be later claimed that the transaction was unauthorized or invalid.

direct marketing | Broadly, marketing that takes place without intermediaries between manufacturers and buyers; in the context of this book, marketing done online between any seller and buyer.

direct materials | Materials used in the production of a product (e.g., steel in a car or paper in a book).

disaster avoidance | An approach oriented toward prevention. The idea is to minimize the chance of avoidable disasters (such as fire or other human-caused threats).

disintermediation | The removal of organizations or business process layers responsible for certain intermediary steps in a given supply chain.

disruptors | Companies that introduce a significant change in their industries, thus causing a disruption in normal business operations.

distance learning | Formal education that takes place off campus, usually, but not always, through online resources.

domain name | A name-based address that identifies an Internet-connected server. Usually it refers to the portion of the address to the left of .com and .org, etc.

Domain Name System (DNS) | A hierarchical naming system for computers, services, or any resource participating in the Internet; it is like a directory that translates (converts) domain names to their numeric IP addresses..

double auction | An auction in which multiple buyers and their bidding prices are matched with multiple sellers and their asking prices, considering the quantities on both sides.

dynamic pricing | Prices that change based on supply and demand relationships at any given time.

dynamic Web content | Content that must be kept up-to-date.

e-bartering (electronic bartering) | Bartering conducted online, usually in a bartering exchange.

e-book | A book in digital form that can be read on a computer screen or on a special device.

e-business | A broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization.

e-check | A legally valid electronic version or representation of a paper check.

e-commerce (EC) risk | The likelihood that a negative outcome will occur in the course of developing and operating an electronic commerce strategy.

e-commerce strategy (e-strategy) | The formulation and execution of a vision of how a new or existing company intends to do business electronically.

e-distributor | An e-commerce intermediary that connects manufacturers with business buyers (customers) by aggregating the catalogs of many manufacturers in one placethe intermediarys Web site.

e-government | E-commerce model in which a government entity buys or provides goods, services, or information to businesses or individual citizens.

e-grocer | A grocer that takes orders online and provides deliveries on a daily or other regular schedule or within a very short period of time.

e-learning | The online delivery of information for purposes of education, training, or knowledge management.

e-loyalty | Customer loyalty to an e-tailer or loyalty programs delivered online or supported electronically.

e-mail spam | A subset of spam that involves nearly identical messages sent to numerous recipients by e-mail.

e-mall (online mall) | An online shopping center where many online stores are located.

e-marketplace | An online market, usually B2B, in which buyers and sellers exchange goods or services; the three types of e-marketplaces are private, public, and consortia.

e-micropayments | Small online payments, typically under $10.

e-newsletter | A collection of short, informative articles sent at regular intervals by e-mail to individuals who have an interest in the newsletters topic.

e-procurement | The electronic acquisition of goods and services for organizations. E-procurement supports the purchase of both direct and indirect materials and employs several Web-based functions such as online catalogs, contracts, purchase orders, and shipping notices.

e-sourcing | The process and tools that electronically enable any activity in the sourcing process, such as quotation/tender submittance and response, e-auctions, online negotiations, and spending analyses.

e-supply chain | A supply chain that is managed electronically, usually with Web technologies.

e-supply chain management (e-SCM) | The collaborative use of technology to improve the operations of supply chain activities as well as the management of supply chains.

e-tailers | Retailers who sell over the Internet.

e-tailing | Online retailing, usually B2C.

EC architecture | A plan for organizing the underlying infrastructure and applications of a site.

EC security programs | All the policies, procedures, documents, standards, hardware, software, training, and personnel that work together to protect information, the ability to conduct business, and other assets.

EC security strategy | A strategy that views EC security as the process of preventing and detecting unauthorized use of the organizations brand, identity, Web site, e-mail, information, or other asset and attempts to defraud the organization, its customers, and employees.

electronic (online) banking or e-banking | Various banking activities conducted from home or the road using an Internet connection; also known as cyberbanking, virtual banking, online banking, and home banking.

electronic auctions (e-auctions) | Auctions conducted online.

electronic catalogs (e-catalogs) | The presentation of product information in an electronic form; the backbone of most e-selling sites.

electronic commerce (EC) | The process of buying, selling, or exchanging products, services, or information via computer.

electronic CRM (e-CRM) | Customer relationship management conducted electronically.

electronic market (e-marketplace) | An online marketplace where buyers and sellers meet to exchange goods, services, money, or information.

Electronic Product Environmental Assessment Tool (EPEAT) | A searchable database of computer hardware that meets a strict set of environmental criteria.

electronic retailing (e-tailing) | Retailing conducted online, over the Internet.

electronic shopping cart | An order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop.

electronic signature | A generic, technology-neutral term that refers to the various methods by which one can sign an electronic record.

encryption | The process of scrambling (encrypting) a message in such a way that it is difficult, expensive, or time-consuming for an unauthorized person to unscramble (decrypt) it.

encryption algorithm | The mathematical formula used to encrypt the plaintext into the ciphertext, and vice versa.

Enterprise 2.0 | Technologies and business practices that free the workforce from the constraints of legacy communication and productivity tools such as e-mail. Provides business managers with access to the right information at the right time through a Web of interconnected applications, services, and devices.

enterprise application integration (EAI) | Class of software that integrates large systems.

enterprise search | The practice of identifying and enabling specific content across the enterprise to be indexed, searched, and displayed to authorized users.

ethics | The branch of philosophy that deals with what is considered to be right and wrong.

exchanges (trading communities or trading exchanges) | Many-to-many e-marketplaces, usually owned and run by a third party or a consortium, in which many buyers and many sellers meet electronically to trade with each other.

expert location systems (ELS) | Interactive computerized systems that help employees find and connect with colleagues who have expertise required for specific problemswhether they are across the country or across the roomin order to solve specific, critical business problems in seconds.

exposure | The estimated cost, loss, or damage that can result if a threat exploits a vulnerability.

extranet | A network that uses a virtual private network to link intranets in different locations over the Internet; an extended intranet.

fair use | The use of copyrighted material for noncommercial purposes.

FAQ page | A Web page that lists questions that are frequently asked by customers and the answers to those questions.

firewall | A single point between two or more networks where all traffic must pass (choke point); the device authenticates, controls, and logs all traffic.

folksonomy (collaborative tagging, social classification, social indexing, social tagging) | The practice and method of collaboratively creating, classifying, and managing tags to annotate and categorize content.

forward auction | An auction in which a seller entertains bids from buyers. Bidders increase price sequentially.

fraud | Any business activity that uses deceitful practices or devices to deprive another of property or other rights.

front end | The portion of an e-sellers business processes through which customers interact, including the sellers portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway.

general controls | Controls established to protect the system regardless of the specific application. For example, protecting hardware and controlling access to the data center are independent of the specific application.

geographical information system (GIS) | A computer system capable of integrating, storing, editing, analyzing, sharing, and displaying geographically referenced (spatial) information.

global positioning system (GPS) | A worldwide satellite-based tracking system that enables users to determine their position anywhere on the earth.

government-to-business (G2B) | E-government category that includes interactions between governments and businesses (government selling to businesses and providing them with services and businesses selling products and services to the government).

government-to-citizens (G2C) | E-government category that includes all the interactions between a government and its citizens.

government-to-employees (G2E) | E-government category that includes activities and services between government units and their employees.

government-to-government (G2G) | E-government category that includes activities within government units and those between governments.

green computing | The study and practice of ecofriendly computing resources; is now a key concern of businesses in all industriesnot just environmental organizations.

green IT | Green IT begins with manufacturers producing environmentally friendly products and encouraging IT departments to consider more friendly options like virtualization, power management, and proper recycling habits.

group purchasing | The aggregation of orders from several buyers into volume purchases so that better prices can be negotiated.

hacker | Someone who gains unauthorized access to a computer system.

hash | A mathematical computation that is applied to a message, using a private key, to encrypt the message.

hit | A request for data from a Web page or file.

honeynet | A network of honeypots.

honeypot | Production system (e.g., firewalls, routers, Web servers, database servers) that looks like it does real work, but that acts as a decoy and is watched to study how network intrusions occur.

horizontal marketplaces | Markets that concentrate on a service, material, or a product that is used in all types of industries (e.g., office supplies, PCs).

identity theft | Fraud that involves stealing an identity of a person and then the use of that identity by someone pretending to be someone else in order to steal money or get other benefits.

incubator | A company, university, or nonprofit organization that supports businesses in their initial stages of development.

indirect materials | Materials used to support production (e.g., office supplies or lightbulbs).

infomediaries | Electronic intermediaries that provide and/or control information flow in cyberspace, often aggregating information and selling it to others.

information architecture | How the site and its Web pages are organized, labeled, and navigated to support browsing and searching throughout the Web site.

information assurance (IA) | The protection of information systems against unauthorized access to or modification of information whether in storage, processing, or transit, and against the denial of service to authorized users, including those measures necessary to detect, document, and counter such threats.

information visibility | The process of sharing critical data required to manage the flow of products, services, and information in real time between suppliers and customers along the supply chain.

informational Web site | A Web site that does little more than provide information about the business and its products and services.

infringement | Use of the work without permission or contracting for payment of a royalty.

insourcing | In-house development of applications.

integration testing | Testing the combination of application modules acting in concert.

integrity | Assurance that stored data has not been modified without authorization; a message that was sent is the same message as that which was received.

intellectual property | Creations of the mind, such as inventions, literary and artistic works, and symbols, names, images, and designs, used in commerce.

intelligent agents | Software applications that have some degree of reactivity, autonomy, and adaptabilityas is needed in unpredictable attack situations. An agent is able to adapt itself based on changes occurring in its environment.

interactive marketing | Online marketing, facilitated by the Internet, by which marketers and advertisers can interact directly with customers, and consumers can interact with advertisers/vendors.

interactive voice response (IVR) | A voice system that enables users to request and receive information and to enter and change data through a telephone to a computerized system.

interactive Web site | A Web site that provides opportunities for the customers and the business to communicate and share information.

intermediary | A third party that operates between sellers and buyers.

internal control environment | The work atmosphere that a company sets for its employees.

internal procurement marketplace | The aggregated catalogs of all approved suppliers combined into a single internal electronic catalog.

Internet radio | A Web site that provides music, talk, and other entertainment, both live and stored, from a variety of radio stations.

Internet underground economy | E-markets for stolen information made up of thousands of Web sites that sell credit card numbers, social security numbers, other data such as numbers of bank accounts, social network IDs, passwords, and much more.

interoperability | Connecting people, data, and diverse systems; the term can be defined in a technical way or in a broad way, taking into account social, political, and organizational factors.

intrabusiness EC | E-commerce category that includes all internal organizational activities that involve the exchange of goods, services, or information among various units and individuals in an organization.

intranet | An internal corporate or government network that uses Internet tools, such as Web browsers, and Internet protocols.

intrusion detection system (IDS) | A special category of software that can monitor activity across a network or on a host computer, watch for suspicious activity, and take automated action based on what it sees.

IP address | An address that uniquely identifies each computer connected to a network or the Internet.

ISP hosting service | A hosting service that provides an independent, stand-alone Web site for small and medium-sized businesses.

key (key value) | The secret code used to encrypt and decrypt a message.

key performance indicators (KPIs) | The quantitative expression of critically important metrics.

key space | The large number of possible key values (keys) created by the algorithm to use when transforming the message.

keystroke logging (keylogging) | A method of capturing and recording user keystrokes.

keyword banners | Banner ads that appear when a predetermined word is queried from a search engine.

knowledge discovery in databases (KDD)/knowledge discovery (KD) | The process of extracting useful knowledge from volumes of data.

knowledge management (KM) | The process of capturing or creating knowledge, storing it, updating it constantly, disseminating it, and using it whenever necessary.

localization | The process of converting media products developed in one environment (e.g., country) to a form culturally and linguistically acceptable in countries outside the original target market.

location-based m-commerce (l-commerce) | Delivery of m-commerce transactions to individuals in a specific location, at a specific time.

macro virus (macro worm) | A macro virus or macro worm is executed when the application object that contains the macro is opened or a particular procedure is executed.

maintenance, repair, and operation (MRO) | Indirect materials used in activities that support production.

malware (malicious software) | A generic term for malicious software.

market segmentation | The process of dividing a consumer market into logical groups for conducting marketing research and analyzing personal information.

marketspace | A marketplace in which sellers and buyers exchange goods and services for money (or for other goods and services), but do so electronically.

mass customization | A method that enables manufacturers to create specific products for each customer based on the customers exact needs.

maverick buying | Unplanned purchases of items needed quickly, often at non-prenegotiated higher prices.

merchant brokering | Deciding from whom (from what merchant) to buy products.

message digest (MD) | A summary of a message, converted into a string of digits after the hash has been applied.

metadata | Data about data, including software programs about data, rules for organizing data, and data summaries.

metric | A specific, measurable standard against which actual performance is compared.

microblogging | A form of blogging that allows users to write messages (usually up to 140 characters) and publish them, either to be viewed by anyone or by a restricted group that can be chosen by the user. These messages can be submitted by a variety of means, including text messaging, instant messaging, e-mail, MP3, or just on the Web.

microfinance | Refers to the provision of financial services to poor or low-income clients, including consumers and the self-employed.

mobile advertising (m-advertising) | Ads sent to and presented on mobile devices.

mobile commerce (m-commerce or m-business) | Any business activity conducted over a wireless telecommunications network or from mobile devices.

mobile entertainment | Any type of leisure activity that utilizes wireless telecommunication networks, interacts with service providers, and incurs a cost upon usage.

mobile government (m-government) | The wireless implementation of e-government mostly to citizens but also to businesses.

mobile portal | A portal accessible via a mobile device.

mobile social networking | Members converse and connect with one another using cell phones or other mobile devices.

mobile worker | Any employee who is away from his or her primary work space at least 10 hours a week or 25 percent of the time.

multichannel business model | A business model where a company sells in multiple marketing channels simultaneously (e.g., both physical and online stores).

multimedia messaging service (MMS) | The emerging generation of wireless messaging; MMS is able to deliver rich media.

name-your-own-price model | Auction model in which a would-be buyer specifies the price (and other terms) he or she is willing to pay to any willing and able seller. It is a C2B model that was pioneered by Priceline.com.

network-based positioning | Relies on base stations to find the location of a mobile device sending a signal or sensed by the network.

nonrepudiation | Assurance that online customers or trading partners cannot falsely deny (repudiate) their purchase or transaction.

on-demand CRM | CRM hosted by an ASP or other vendor on the vendors premise; in contrast to the traditional practice of buying the software and using it on-premise.

on-demand delivery service | Express delivery made fairly quickly after an online order is received.

online analytical processing (OLAP) | End-user analytical activities, such as DSS modeling using spreadsheets and graphics, that are done online.

online intermediary | An online third party that brokers a transaction online between a buyer and a seller; may be virtual or click-and-mortar.

operational data store | A database for use in transaction processing (operational) systems that uses data warehouse concepts to provide clean data.

opt-in | Agreement that requires computer users to take specific steps to allow the collection of personal information.

opt-out | Business practice that gives consumers the opportunity to refuse sharing information about themselves.

outsourcing | A method of transferring the management and/or day-to-day execution of an entire business function to a third-party service provider.

packet | Segment of data sent from one computer to another on a network.

page | An HTML (Hypertext Markup Language) document that may contain text, images, and other online elements, such as Java applets and multimedia files. It can be generated statically or dynamically.

partner relationship management (PRM) | Business strategy that focuses on providing comprehensive quality service to business partners.

patent | A document that grants the holder exclusive rights to an invention for a fixed number of years.

payment card | Electronic card that contains information that can be used for payment purposes.

payment service provider (PSP) | A third-party service connecting a merchants EC system to the appropriate acquiring bank or financial institution. PSPs must be registered with the various card associations they support.

penetration test (pen test) | A method of evaluating the security of a computer system or a network by simulating an attack from a malicious source, (e.g., a cracker).

permission advertising (permission marketing) | Advertising (marketing) strategy in which customers agree to accept advertising and marketing materials (known as opt-in).

person-to-person lending | Lending done between individuals circumventing the banks traditional role in this process.

personal area network (PAN) | A wireless telecommunications network for device-to-device connections within a very short range.

personal digital assistant (PDA) | A stand-alone handheld computer principally used for personal information management.

personal firewall | A network node designed to protect an individual users desktop system from the public network by monitoring all the traffic that passes through the computers network interface card.

personalization | The tailoring of services, products, and advertising content with individual consumers and their specific preferences.

personalized content | Web content that matches the needs and expectations of the individual visitor.

phishing | A crimeware technique to steal the identity of a target company to get the identities of its customers.

plaintext | An unencrypted message in human-readable form.

Platform for Privacy Preferences Project (P3P) | A protocol allowing Web sites to declare their intended use of information they collect about browsing users.

pop-up ad | An ad that appears in a separate window before, after, or during Internet surfing or when reading e-mail.

pop-up under ad | An ad that appears underneath the current browser window, so when the user closes the active window the ad is still on the screen.

prevention measures | Ways to help stop unauthorized users (also known as intruders) from accessing any part of the EC system.

privacy | The right to be left alone and free of unreasonable personal intrusions.

private key | Encryption code that is known only to its owner.

procurement | The process made up of a range of activities by which an organization obtains or gains access to the resources (materials, skills, capabilities, facilities) it requires to undertake its core business activities.

procurement management | The planning, organizing, and coordinating of all the activities related to purchasing goods and services needed to accomplish the organizations mission.

product brokering | Deciding what product to buy.

protocol tunneling | Method used to ensure confidentiality and integrity of data transmitted over the Internet by encrypting data packets, sending them in packets across the Internet, and decrypting them at the destination address.

public (asymmetric) key encryption | Method of encryption that uses a pair of matched keysa public key to encrypt a message and a private key to decrypt it, or vice versa.

public e-marketplaces | Third-party exchanges open to all interested parties (sellers and buyers).

public key | Encryption code that is publicly available to anyone.

public key infrastructure (PKI) | A scheme for securing e-payments using public key encryption and various technical components.

random banners | Banner ads that appear at random, not as the result of the users action.

real-time location system (RTLS) | Systems used to track and identify the location of objects in real time.

referral economy | The effect upon sales of consumers receiving a referral or recommendation from other consumers.

regulatory compliance | Systems or departments in an organization whose job is to ensure that personnel are aware of and take steps to comply with relevant laws, standards, policies, and regulations.

reintermediation | The process whereby intermediaries (either new ones or those that had been disintermediated) take on new intermediary roles.

request for proposal (RFP) | Notice sent to potential vendors inviting them to submit a proposal describing their software package and how it would meet the companys needs.

request for quote (RFQ) | The invitation to participate in a tendering (bidding) system.

reusability | The likelihood a segment of source code can be used again to add new functionalities with slight or no modification.

reverse auction (bidding or tendering system) | Auction in which the buyer places an item for bid (tender) on a request for quote (RFQ) system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins; primarily a B2B or G2B mechanism.

risk | The probability that a vulnerability will be known and used.

ROI calculator | Calculator that uses metrics and formulas to compute ROI.

sales force automation (SFA) | Software that automates the tasks performed by salespeople in the field, such as data collection and its transmission.

scalability | How big a system can grow in various dimensions to provide more service; measured by total number of users, number of simultaneous users, or transaction volume.

scenario planning | A strategic planning methodology that generates plausible alternative futures to help decision makers identify actions that can be taken today to ensure success in the future.

search engine | A computer program that can access databases of Internet resources, search for specific information or key words, and report the results.

search engine optimization (SEO) | The craft of increasing site rank on search engines; the optimizer uses the ranking algorithm of the search engine (which may be different for different search engines) and best search phases, and tailors the ad accordingly.

search engine spam | Pages created deliberately to trick the search engine into offering inappropriate, redundant, or poor-quality search results.

Secure Socket Layer (SSL) | Protocol that utilizes standard certificates for authentication and data encryption to ensure privacy or confidentiality.

self-hosting | When a business acquires the hardware, software, staff, and dedicated telecommunications services necessary to set up and manage its own Web site.

sell-side e-marketplace | A Web-based marketplace in which one company sells to many business buyers from e-catalogs or auctions, frequently over an extranet.

Semantic Web | An evolving extension of the Web in which Web content can be expressed not only in natural language, but also in a form that can be understood, interpreted, and used by intelligent computer software agents, permitting them to find, share, and integrate information more easily.

service-level agreement (SLA) | A formal agreement regarding the division of work between a company and a vendor.

settlement | Transferring money from the buyers to the merchants account.

shopping portals | Gateways to e-storefronts and e-malls; may be comprehensive or niche oriented.

shopping robots (shopping agents or shopbots) | Tools that scout the Web on behalf of consumers who specify search criteria.

short message service (SMS) | A service that supports the sending and receiving of short text messages on mobile phones.

site navigation | Aids that help visitors find the information they need quickly and easily.

smart card | An electronic card containing an embedded microchip that enables predefined operations or the addition, deletion, or manipulation of information on the card.

smart card operating system | Special system that handles file management, security, input/output (I/O), and command execution and provides an application programming interface (API) for a smart card.

smart card reader | Activates and reads the contents of the chip on a smart card, usually passing the information on to a host system.

smart phone | A mobile phone with PC-like capabilities.

social bookmarking | Web service for sharing Internet bookmarks. The sites are a popular way to store, classify, share, and search links through the practice of folksonomy techniques on the Internet and intranets.

social computing | An approach aimed at making the humancomputer interface more natural.

social engineering | A type of nontechnical attack that uses some ruse to trick users into revealing information or performing an action that compromises a computer or network.

social marketplace | The term is derived from the combination of social networking and marketplace. An online community that harnesses the power of ones social networks for the introduction, buying, and selling of products, services, and resources, including ones own creations. Also may refer to a structure that resembles a social network but is focused on individual members.

social media | The online platforms and tools that people use to share opinions, experiences, insights, perceptions, and various media, including photos, videos, and music, with each other.

social network | A category of Internet applications that help connect friends, business partners, or individuals with specific interests by providing free services such as photos presentation, e-mail, blogging, and so on using a variety of tools.

social network advertising | Online advertising that focuses on social networking sites.

social network analysis (SNA) | The mapping and measuring of relationships and information flows among people, groups, organizations, computers, and other information- or knowledge-processing entities. The nodes in the network are the people and groups, whereas the links show relationships or flows between the nodes. SNAs provide both visual and a quantitative analysis of relationships.

social network service (SNS) | A service that builds online communities by providing an online space for people to build free homepages and that provides basic communication and support tools for conducting different activities in the social network.

social networking | Social networks and activities conducted in social networks. It also includes activities conducted using Web 2.0 (e.g., wikis, microblogs) not within social networks.

spam | The electronic equivalent of junk mail.

spam site | Page that uses techniques that deliberately subvert a search engines algorithms to artificially inflate the pages rankings.

spamming | Using e-mail to send unwanted ads (sometimes floods of ads).

splog | Short for spam blog. A site created solely for marketing purposes.

spot buying | The purchase of goods and services as they are needed, usually at prevailing market prices.

spyware | Software that gathers user information over an Internet connection without the users knowledge.

standard of due care | Care that a company is reasonably expected to take based on the risks affecting its EC business and online transactions.

stickiness | Characteristic that influences the average length of time a visitor stays in a site.

storebuilder service | A hosting service that provides disk space and services to help small and microbusinesses build a Web site quickly and cheaply.

stored-value card | A card that has monetary value loaded onto it and that is usually rechargeable.

strategic (systematic) sourcing | Purchases involving long-term contracts that usually are based on private negotiations between sellers and buyers.

strategy | A broad-based formula for how a business is going to accomplish its mission, what its goals should be, and what plans and policies will be needed to carry out those goals.

strategy assessment | The continuous evaluation of progress toward the organizations strategic goals, resulting in corrective action and, if necessary, strategy reformulation.

strategy formulation | The development of strategies to exploit opportunities and manage threats in the business environment in light of corporate strengths and weaknesses.

strategy implementation | The development of detailed, short-term plans for carrying out the projects agreed on in strategy formulation.

strategy initiation | The initial phase of strategic planning in which the organization examines itself and its environment.

supplier relationship management (SRM) | A comprehensive approach to managing an enterprises interactions with the organizations that supply the goods and services it uses.

supply chain | The flow of materials, information, money, and services from raw material suppliers through factories and warehouses to the end customers.

supply chain management (SCM) | A complex process that requires the coordination of many activities so that the shipment of goods and services from supplier right through to customer is done efficiently and effectively for all parties concerned. SCM aims to minimize inventory levels, optimize production and increase throughput, decrease manufacturing time, optimize logistics and distribution, streamline order fulfillment, and overall reduce the costs associated with these activities.

SWOT analysis | A methodology that surveys external opportunities and threats and relates them to internal strengths and weaknesses.

symmetric (private) key encryption | An encryption system that uses the same key to encrypt and decrypt the message.

syndication | The sale of the same good (e.g., digital content) to many customers, who then integrate it with other offerings and resell it or give it away free.

tag A | nonhierarchical keyword or term assigned to a piece of information (such as an Internet bookmark, digital image, video clip, or any computer document).

tendering (bidding) system | Model in which a buyer requests would-be sellers to submit bids; the lowest bidder wins.

terminal-based positioning | Calculating the location of a mobile device from signals sent by the device to base stations.

text mining | The application of data mining to nonstructured or less-structured text files.

total benefits of ownership (TBO) | Benefits of ownership that include both tangible and intangible benefits.

total cost of ownership (TCO) | A formula for calculating the cost of owning, operating, and controlling an IT system.

trademark | A symbol used by businesses to identify their goods and services; government registration of the trademark confers exclusive legal right to its use.

transaction log | A record of user activities at a companys Web site.

transactional Web site | A Web site that sells products and services.

Transport Layer Security (TLS) | As of 1996, another name for the SSL protocol.

Trojan horse | A program that appears to have a useful function but that contains a hidden function that presents a security risk.

trust | The psychological status of willingness to depend on another person or organization.

turnkey approach | Ready to use without further assembly or testing; supplied in a state that is ready to turn on and operate.

tweets | Text-based posts up to 140 characters in length posted to Twitter.

Twitter | A free microblogging service that allows its users to send and read other users updates.

unique visits | A count of the number of visitors entering a site, regardless of how many pages are viewed per visit.

unit testing | Testing application software modules one at a time.

up-selling | Offering an upgraded version of the product in order to boost sales and profit.

USA PATRIOT Act | Uniting and Strengthening America by Providing Appropriate Tools to Intercept and Obstruct Terrorism Act passed in October 2001, in the aftermath of the September 11 terrorist attacks. Its intent is to give law enforcement agencies broader range in their efforts to protect the public.

usability (of Web site) | The quality and usefulness of the users experience when interacting with the Web site.

usability testing | Testing the quality of the users experience when interacting with a Web site.

user profile | The requirements, preferences, behaviors, and demographic traits of a particular customer.

value proposition | The benefit that a companys products or services provide to a company and its customers.

vendor-managed inventory (VMI) | The practice of retailers making suppliers responsible for determining when to order and how much to order.

venture capital (VC) | Money invested in a business by an individual, a group of individuals (venture capitalists), or a funding company in exchange for equity in the business.

vertical marketplaces | Markets that deal with one industry or industry segment (e.g., steel, chemicals).

viral blogging | Viral (word-of-mouth ) marketing done by bloggers.

viral marketing | Word-of-mouth method by which customers promote a product or service by telling others about it.

virtual (Internet) community | A group of people with similar interests who interact with one another using the Internet.

virtual (pure-play) e-tailers | Firms that sell directly to consumers over the Internet without maintaining a physical sales channel.

virtual (pure-play) organizations | Organizations that conduct their business activities solely online.

virtual private network (VPN) | A network that uses the public Internet to carry information but remains private by using encryption to scramble the communications, authentication to ensure that information has not been tampered with, and access control to verify the identity of anyone using the network.

virtual university | An online university from which students take classes from home or other offsite locations, usually via the Internet.

virtual world | A user-defined world in which people can interact, play, and do business. The most publicized virtual world is Second Life.

virus | A piece of software code that inserts itself into a host, including the operating systems, in order to propagate; it requires that its host program be run to activate it.

visibility | The knowledge about where materials and parts are at any given time, which helps solve problems such as delay, combining shipments, and more.

visit | A series of requests during one navigation of a Web site; a pause of a certain length of time ends a visit.

vlog (or video blog) | A blog with video content.

voice commerce (v-commerce) | An umbrella term for the use of speech recognition to allow voice-activated services including Internet browsing and e-mail retrieval.

voice portal | A Web site with an audio interface that can be accessed through a telephone call.

vortals | B2B portals that focus on a single industry or industry segment; vertical portals.

vulnerability | Weakness in software or other mechanism that threatens the confidentiality, integrity, or availability of an asset (recall the CIA model). It can be directly used by a hacker to gain access to a system or network.

Web 2.0 | The second generation of Internet-based services that lets people collaborate and share information online in new ways, such as social networking sites, wikis, communication tools, and folksonomies.

Web 3.0 | A term used to describe the future of the World Wide Web. It consists of the creation of high-quality content and services produced by gifted individuals using Web 2.0 technology as an enabling platform.

Web 4.0 | The Web generation after Web 3.0. It is still mostly an unknown entity. However, it is envisioned as being based on islands of intelligence and as being ubiquitous.

Web bugs | Tiny graphics files embedded in e-mail messages and in Web sites that transmit information about users and their movements to a Web server.

Web hosting service | A dedicated Web site hosting company that offers a wide range of hosting services and functionality to businesses of all sizes.

Web mining | The application of data mining techniques to discover meaningful patterns, profiles, and trends from both the content and usage of Web sites. Also extracting information from Web documents and Web usage.

Web portal | A single point of access, through a Web browser, to critical business information located inside and outside (via Internet) an organization.

Web self-service | Activities conducted by users on the Web to find answers to their questions (e.g., tracking) or for product configuration.

Web video analytics | A way of measuring what viewers do when they watch an online video.

Webcasting | A free Internet news service that broadcasts personalized news and information, including seminars, in categories selected by the user.

Webstore (storefront) | A single companys Web site where products or services are sold and usually has an online shopping cart associated with it. Many Webstores target a specific industry and find their own unique corner of the market.

Wi-Fi (wireless fidelity) | The common name used to describe the IEEE 802.11 standard used on most WLANs.

wiki (wikilog) | A blog that allows everyone to participate as a peer; anyone may add, delete, or change content.

WiMax | A wireless standard (IEEE 802.16) for making broadband network connections over a medium-size area such as a city.

wireless local area network (WLAN) | A telecommunications network that enables users to make short-range wireless connections to the Internet or another network.

wireless mobile computing (mobile computing) | Computing that connects a mobile device to a network or another computing device, anytime, anywhere.

wireless wide area network (WWAN) | A telecommunications network that offers wireless coverage over a large geographical area, typically over a cellular phone network.

worm | A software program that runs independently, consuming the resources of its host in order to maintain itself, that is capable of propagating a complete working version of itself onto another machine.

zombies | Computers infected with malware that are under the control of a spammer, hacker, or other criminal.

A method of doing business by which a company can generate revenue to sustain itself is called: | Business model

\_\_\_\_\_ refers to a broader definition of \_\_\_\_\_. | . E-Commerce, E-Business

An \_\_\_\_\_\_ is a virtual marketplace in which sellers and buyers meet and conduct different types of transactions. | e-store

Intrabusiness EC is usually performed over intranets and/or \_\_\_\_\_. | P2P networks

What is a benefit of e-auctions to sellers? | Convenience since the bidding can occur anywhere and any time.

In a \_\_\_\_\_\_, one company sells to many business buyers from e-catalogs or auctions, usually over an extranet. | sell-side e-marketplace

\_\_\_\_ are retailers who conduct business in the physical world, in traditional stores | Brick-and-mortar distributors

\_\_\_\_\_ includes retail transactions of products/services from businesses to individual shoppers. | B2C

Selling products/services online is called: | Viral Marketing

Companies exchange surpluses they do not need for things that they do need. So, they are using: | Membership EC Business Model

Finding relevant and accurate information is often time-consuming and requires access to multiple systems causing organizations to lose a lot of productive employee time. One solution to this problem is the use of: | intermediaries

The \_\_\_\_\_ support area includes: sellers, buyers, intermediaries, information systems specialists, other employees | public policy

Disintermediation describes: | the introduction of new intermediaries within the channel structure

Customers must pay a fixed amount, usually monthly, to get some type of services from AOL. So, AOL is using: | Transaction Fees Revenue Model

All the activities that are related to order aggregation and fulfillment, inventory management, purchasing from suppliers, accounting and finance, insurance, payment processing, packaging, and delivery are done in what is called the \_\_\_\_\_\_ of the business. | front end

Most of the social-networking sites expect to earn revenue from: | Transaction Fees

A special type of intermediary in e-commerce is the B2B \_\_\_\_\_ which connect manufacturers with business buyers, such as retailers or resellers in the computer industry. | e-distributor

Which types of services are outsourced the most? | IT services are most often outsourced.

Describe the basic EIPP options. | A variety of online options are available for making payments in an EIPP system. Each differs in terms of cost, speed, auditability, accessibility, and control. Some options include: ACH Network, Purchasing Cards, Fedwire or Wire Transfer, Letters of Credit for Global Payments

Which is true when talk about "e-check"? | All of the above

three RFID supply chain applications are: | Food, Labeling and Inventory

search engine spam refer to: | Pages created deliberately tot rick the search engine into offering inappropriate, redundant, or poor-quality search results.

What is the three models of EIPP? | Buyer, Seller, and Consolidator

What is a closed-loop stored-value card? | A card can only be spent for its initial value

What is cybercrime? | Intentional crimes carried out on the Internet.

Two innovative e-strategies for order fulfillment are: | merge-in-transit and rolling warehouses

Describe how to effectively manage the return of items | There are several different methodologies for return handling, including returning the item to the place where it was purchased, separate logistics for returns, outsourcing returns, and physically dropping off the returned items to collection stations.

Describe issues in B2B fulfillment | The major issues are shipment size, multiple distribution channels, variety of shipment frequency, uneven breadth of carrier services, fewer carrier EC offerings, and complex EC transaction paths.

What are the key elements of PKI? | A pair of matched keys a public key to encrypt a message and a private key to decrypt it, or vice versa

Strategic planning is used to direct a companys long term goals. The process is a cycle of assessment, initiation, formulation, and implementation. | True

What strategic benefits are associated with using social networks? | They allow a business to better access customers for sales, feedback and research.

What is cybercriminal? | A person who intentionally carries out crimes over the Internet.

the factors that are critical for an e-payment method to achieve critical mass | All of above

3. A is a private corporate network | intranet

4. A... application is one that the company | mission critical

5. Web sites use \_\_\_\_\_\_\_\_\_\_ to compile personal | cookies&registration forms

7. \_\_\_\_\_\_\_\_\_\_ is/are used to pay for microtransactions | either e-cash or difital cash

10. What are the basic elements of e-commerce | Web-based storefronts, secure Web sites,

16. \_\_\_\_\_\_\_\_\_\_ are used by consumers to locate | shoppingbots

17. When measuring the effectiveness on an online advertisemen | click-throughrate

18. he general premise of \_\_\_\_\_\_\_\_\_\_ is to effectively | supplychainmanagement

19. What is true regarding competitive advantage? | it is difficult to sustain

22. A \_\_\_\_\_\_\_\_\_\_ is an existing, often relatively | legacyapplication

1) According to the CSI Computer Crime and Security Survey, firewalls were the most commonly used defense technologies in 2008. | FALSE

2) According to the CSI Computer Crime Security Survey, the most frequently occurring computer attacks were from viruses in 2008. | TRUE

3) The Internet and its network protocols were never intended for use by untrustworthy people or criminals. | TRUE

6) An EC security strategy requires multiple layers of defense against risks from malware, fraudsters, customers, and employees. | TRUE

7) Detection measures are actions that will make criminals abandon their idea of attacking a specific system. | FALSE

8) Internet fraud has grown even faster than the Internet itself. | TRUE

9) Confidentiality, integrity, and awareness are the three components of the CIA security triad. | FALSE

10) Encryption algorithm is the mathematical formula used to encrypt plaintext into ciphertext, and vice versa. | TRUE

11) Strong EC security makes online shopping more convenient for customers. | FALSE

12) Shoppers can rely on fraud protection provided by credit card issuers to protect them from identity theft. | FALSE

14) Which of the following is the underlying reason why comprehensive EC security is necessary? | C) Security costs and efforts from reacting to online attacks and paying for damages are greater than if an EC security strategy is in place.

18) \_\_\_\_\_\_\_\_ is the process of determining what the authenticated entity is allowed to access and what operations it is allowed to perform. | Authorization

19) \_\_\_\_\_\_\_\_ is the assurance that online customers or trading partners cannot falsely deny their purchase or transaction. | Nonrepudiation

20) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the assurance that data are accurate or that a message has not been altered. | Integrity

21) \_\_\_\_\_\_\_\_ is the assurance of data privacy. | Confidentiality

22) \_\_\_\_\_\_\_\_ is the process of scrambling a message in such a way that it is difficult, expensive, or time-consuming for an unauthorized person to unscramble it. | Encryption

23) \_\_\_\_\_\_\_\_ are barriers between a trusted network or PC and the untrustworthy Internet. | Firewalls

24) Compare current motives of hackers to those of the past. | In the early days of EC, many hackers simply wanted to gain fame or notoriety by defacing Web sites or gaining root, which means gaining unrestricted access to a network. Criminals and criminal gangs are now profit oriented, and their tactics are not limited to the online world.

25) List and briefly describe the three components of the CIA security triad. | The CIA triad includes confidentiality, integrity, and availability. Confidentiality is the assurance of data privacy. The data or transmitted message is encrypted so that it is readable only by the person for whom it is intended. The confidentiality function prevents unauthorized disclosure of information. Integrity is the assurance that data are accurate or that a message has not been altered. It means that stored data has not been modified without authorization; a message that was sent is the same message that was received. Availability is the assurance that access to data, the Web site, or other EC data service is timely, available, reliable, and restricted to authorized users.

26) List the six major objectives of EC defense strategies. | Prevention and deterrence, detection, containment, recovery, correction, and awareness and compliance are the six objectives.

27) Briefly discuss the five encryption components. | The five components are plaintext, encryption algorithm, key or key value, key space, and ciphertext. Plaintext is the original message or document that is created by the user and is in human-readable form. The encryption algorithm is the set of procedures or mathematical functions used to encrypt or decrypt a message. The key or key value is the secret value used with the algorithm to transform the message. Key space refers to the large number of possible key values created by the algorithm to use when transforming the message. Ciphertext is the message or document that has been encrypted into unreadable form.

28) Briefly describe four major components for protecting internal information flow inside an organization. | Firewall, virtual private network, intrusion detection system, and honeynet and honeypot are four components. A firewall is a single point between two or more networks where all traffic must pass; the device authenticates, controls, and logs all traffic. A virtual private network is a network that uses the public Internet to carry information but remains private by using encryption to scramble the communications, authentication to ensure that information has not been tampered with, and access control to verify the identity of anyone using the network. Intrusion detection systems are a special category of software that monitor activity across a network or on a host computer, watch for suspicious activity, and take automated action based on what it sees. A honeynet is a network of honeypots, and honeypots act as decoys and are watched to study how network intrusions occur.

1. Preventing vulnerability during the EC design and pre-implementation stage is far more expensive than mitigating problems later. | False

1. One problem with the Address Verification System (AVS) for fraud prevention is the number of false positives, meaning that the merchant rejects a valid order. | True

3. The disintermediation of cash and credit cards has been successful in the online world. | False

9. A file containing customer status and customer information that is used when processing transactions to identify known problem customers is a: | negative list.

1) A major objective of Web 2.0 is to enhance creativity, information sharing, and collaboration. | TRUE

2) One of the most significant differences between Web 2.0 and the traditional Web is the greater collaboration among Internet users and other users, content providers, and enterprises. | TRUE

3) Lightweight programming techniques and tools letting nearly anyone act as a Web site developer is a representative characteristic of Web 2.0. | TRUE

4) A criticism of Web 2.0 is the inability to create new business models. | FALSE

5) One of the major phenomena of Web 2.0 is the emergence and rise of e-auctions. | FALSE

6) A key feature of social media is that users control and use the media, often at little or no cost. | TRUE

7) Social media is limited to text and images. | FALSE

8) Companies that introduce a significant change in their industries, thus causing disruption in business operations, are referred to as disruptors. | TRUE

9) Disruption did not occur in the real estate brokerage industry. | FALSE

10) Most social networks, such as LinkedIn and Weibo, are private communities. | FALSE

11) Social network analysis provides both a visual and a mathematical analysis of relationships where the nodes in the network are the people or groups, and the links show relationships between nodes. | TRUE

12) Interactions within mobile social networks are currently limited to exchanging simple text messages on a one-to-one basis. | FALSE

13) Business-oriented social networks are owned and operated within one enterprise, and their members are usually employees of the enterprise. | FALSE

14) Walmart's corporate social network is a major success. | FALSE

15) According to an InformationWeek survey of business technology experts, wikis are the most useful Web 2.0 tools in Enterprise 2.0. | FALSE

16) Web 2.0 applications enable segmented advertising. | TRUE

17) Viral blogging is viral marketing done by bloggers. | TRUE

18) Apple and Google undertook a formal merger to offer iPhone capabilities, such as delivering Google services through Apple hardware. | FALSE

19) Choppy connectivity is one of four trends that may slow EC and Web 3.0 and even cripple the Internet. | TRUE

20) Which of the following is not an interaction element in a virtual community? | e-book

21) Which of the following types of virtual communities just facilitates the exchange of information on a topic of mutual interest and does not support trading? | purpose or interest

22) Which of the following refers to the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers or other information- or knowledge-processing entities? | social network analysis

23) Which of the following connects a circle of Weblogs with a common focus or theme? | blogring

24) A type of mobile social networking where the company does not have a relationship with a wireless carrier is: | off-deck.

25) A(n) \_\_\_\_\_\_\_\_ is defined as a group of people that have some kind of commercial or business relationship such as the relationships between sellers and buyers, buyers among themselves, buyers and suppliers, and colleagues and other colleagues. | business network

26) A \_\_\_\_\_\_\_\_ is a social network whose primary objective is to facilitate business connections and activities. | business social network

27) Guidelines regarding enterprise social networking activities include: | all of the above.

28) Companies can interface with social networking in each of the following ways except: | sending flyers to customer mailboxes.

29) Technologies and business practices that free the workforce from the constraints of legacy communication and productivity tools such as e-mail describes: | Enterprise 2.0.

30) An online community that harnesses the power of one's social networks for the introduction, buying, and selling of products, services, and resources, including one's own creations describes: | social marketplace.

31) Each of the following is a way social networks generate revenues except; | hosting auctions for individuals or enterprises.

32) A \_\_\_\_\_\_\_\_ is a collaborative online encyclopedia jointly written by volunteers. | wiki

33) \_\_\_\_\_\_\_\_ is the popular term for advanced Internet technology and applications including blogs, wikis, RSS, and social bookmarking. | Web 2.0

34) The online platforms and tools that people use to share opinions and experiences, including photos, videos, music, insights, and perceptions with each other are known as \_\_\_\_\_\_\_\_. | social media

35) Companies that introduce innovations that significantly change markets or entire industries due to their activities are referred to as \_\_\_\_\_\_\_\_. | disruptors

36) A \_\_\_\_\_\_\_\_ is a group of people with a common interest who interact on the Internet. | virtual (Internet) community

37) \_\_\_\_\_\_\_\_ communities open their membership to anyone. | Public

38) \_\_\_\_\_\_\_\_ communities belong to a company, an association, or a group of companies. | Private

39) \_\_\_\_\_\_\_\_ refers to the mapping and measuring of relationships and information flows among people, groups, organizations, computers, and other information- or knowledge-processing entities. | Social network analysis

40) \_\_\_\_\_\_\_\_ refers to social networking where members converse and connect with one another using cell phones or other mobile devices. | Mobile social networking

41) A \_\_\_\_\_\_\_\_ is a group of people who have some kind of commercial or business relationship. | business network

42) \_\_\_\_\_\_\_\_ refers to technologies and business practices that free the workforce from the constraints of legacy communication and productivity tools such as email. | Enterprise 2.0

43) The term \_\_\_\_\_\_\_\_ is an online community that uses the power of social networks for the introduction, buying, and selling of products and services, including people's own creations. | social marketplace

44) \_\_\_\_\_\_\_\_ is viral marketing done by bloggers. | Viral blogging

45) Companies are finding that \_\_\_\_\_\_\_\_ outlets, such as blogs and wikis, not only generate faster and cheaper results than traditional focus groups, but also foster closer relationships with customers. | conversational marketing

46) Define Web 2.0. Identify five characteristics. | Web 2.0 is a popular term for advanced Internet technology and applications, including blogs, wikis, RSS, and social bookmarking. Its characteristics include the ability to tap into the collective intelligence of users; making data available in new or never-intended ways; relying on user-generated and user-controlled content and data; lightweight programming techniques and tools, and letting nearly anyone act as a Web site developer.

47) What is a virtual community? Identify six common classifications. | A virtual community is a group of people with similar interests who interact with one another using the Internet. Six common classifications are transaction, purpose or interest, relations or practices, fantasy, social networks, and virtual worlds.

48) Identify five guidelines for enterprise social networking activities. | Five guidelines include allowing employees to collaborate and communicate in an employee-driven system; promoting the use of enterprise wikis via demonstrations; setting up internal blogs and incorporating them into internal directories so users can see who has a blog; setting up enterprise social bookmarking systems so users can see what sort of content their colleagues are tagging; and CIOs should be involved from the beginning to make sure the right infrastructure and tools are in place.

49) Define Web 3.0. Identify five characteristics of Web 3.0. | Web 3.0 consists of the creation of high-quality content and services produced by gifted individuals using Web 2.0 technology as an enabling platform. Web 3.0 will provide faster, far-flung connectivity and richer ways of interacting; new Web services that work entirely within a browser window; more powerful search engines; new artificial intelligence applications, and more uses of 3D tools.

50) Identify four trends that may slow EC and Web 3.0 and even cripple the Internet. | Security concerns, lack of net neutrality, copyright complaints, and choppy connectivity are four trends.

1. Define e-government. | E-government is the use of IT and e-commerce to provide access to government information and delivery of public services to citizens and business partners.

2. What are the four major categories of e-government services? | The four categories are: government-to-citizens, government-to-business, government-to-government and government-to-employees.

3. Describe G2C. | The government-to-citizens model includes all interactions between a government and its citizens. This model is meant to increase efficiencies and create greater transparency to citizens.

4. Describe how EBT works. | The EBT system allows the government to electronically transfer benefits to citizen's smart cards instead of sending checks or other vouchers.

5. Describe the two main areas of G2B activities. | The two main areas of government to-business activities include electronic procurement where the government purchases goods from the private sector, and electronic auctions where the government electronically auctions surplus goods to businesses.

6. Describe internal efficiency e-government activities. | These activities are meant to increase operation efficiencies though the use of IT systems and processes.

1. Caterpillar Inc. created CAT U to meet its training and learning needs. | True

2. The government-to-employees category consists of EC activities between units of government, including those within one government body. | False

3. The topic of e-learning is gaining much attention, especially because world-class universities such as MIT, Harvard, and Stanford in the United States and Oxford in the United Kingdom are implementing it. | True

4. One of the facilitators of e-learning is \_\_\_\_\_\_\_\_ technologies, such as blogs and wikis. | Web 2.0

5. E-learning drivers driving the transition from traditional education to online learning include each of the following except: | faculty with specialized expertise.

6. Knowledge management uses knowledge: | to improve the functioning of an organization.

7. Expertise location systems are designed to: | do all of the above.

8. Which of the following is the central point of control for an e-market? | collaboration hub

9. Updating knowledge as time progresses describes: | knowledge evolution.

10. E-books are delivered in each of the following ways except: | via RFID.

11. The wireless implementation of e-government mostly to citizens but also to businesses best describes: | mobile government.

12. Which of the following is the e-government category that includes interactions between governments and businesses? | government-to-business.

14. A focal point for all corporate training and learning activities, including online ones best describes: | learning center.

15. According to an Australian Government 2.0 task force report, by embracing Government 2.0 governments can: | do all of the above.

16. Governments use Web 2.0 tools mainly for: | collaboration, dissemination of information, e-learning, online forums, and citizen engagement.

17. Each of the following is an example of e-government except a: | eBay-seller selling surplus army supplies.

18. Potential drawbacks of e-learning include each of the following except: | knowledge retention is lower than in traditional classrooms.

19. The online delivery of information for purposes of education, training, or knowledge management best describes: | B. e-learning.

20. Expanding access to information for people with disabilities is a performance objective of which category of e-government? | G2C

21. Which of the following provides learning to an employee while the work is being done? | learning on-demand

22. The process of capturing or creating knowledge, storing it, updating it constantly, disseminating it, and using it whenever necessary best describes: | knowledge management.

1. B2C and B2B orders have similar order-fulfillment processes and pricing models. | False

2. B2B EC can increase the efficiency and effectiveness of supply chains or dramatically change the supply chain by eliminating one or more intermediaries. | True

3. Strategic sourcing refers to purchases involving long-term contracts that usually are based on private negotiations between sellers and buyers. | True

4. Each of the following is a major type of B2B structural model except: | collaborative union.

The purchase of goods and services as they are needed, usually at prevailing market prices is referred to as: | spot buying.

6. Benefits of e-procurement over traditional procurement methods include each of the following except: | increasing the skill requirements and training needs of purchasing agents.

7. All are benefits of B2B except: | B2B increases channel conflict.

8. An example of a successful aggregation of suppliers' catalogs is that of \_\_\_\_\_\_\_\_, which aggregates more than 10,000 items from the catalogs of approved suppliers into an internal electronic catalog. | MasterCard International

9. The two types of materials and supplies traded in B2B are: | direct and indirect.

10. Nonproduction materials, such as office supplies, that support production are called: | indirect materials.

11. With a bartering exchange, a company submits its surplus to the exchange and receives: | points of credit, which the company can then use to buy items that it needs.

12. Companies use \_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to dispose of excess, obsolete, and returned products. | forward auctions

13. Companies will usually separate B2C orders from B2B orders because B2C and B2B orders have different: | order-fulfillment processes and pricing models.

14. Markets that deal with one industry or industry segment are: | vertical marketplaces.

15. Purchases of goods and services based on long-term contracts is referred to as: | strategic sourcing.

16. B2B only includes electronic transactions between businesses conducted over the public Internet. | False

17. In company-centric marketplaces, the individual company has very little control over who participates in selling or buying transactions. | False

23. The way government makes use of Web 2.0 technologies to interact with citizens and provide government services best describes: | Government 2.0.

24. Which of the following is the e-government category that includes activities and services between government units and their employees? | government-to-employees

25. Potential advantages of e-learning include each of the following except: | college professors are anxious to develop new online courses.

26. An online university from which students take classes from home or other offsite locations, usually via the Internet best describes: | virtual university.

27. An example of G2C is a: | driver paying for the renewal of his auto tag online.

28. A system that locates, extracts, and provides specific answers to user questions expressed in natural language best describes: | automated question-answer.

29. Which of the following is the e-government category that includes all the interactions between a government and its citizens? | government-to-citizens.

30. Benefits of e-learning include: | all of the above.

31. Formal education that takes place off campus, usually, but not always, through online resources best defines: | distance learning.

32. The three major elements of Caterpillar Inc.'s learning infrastructure include: | all of the above.

33. The primary advantage that e-books offer publishers is: | lower production, marketing, and distribution costs.

34. Learning, training, and knowledge sharing in social networks and by using social software tools for learning best describes: | social learning.

35. Which of the following is the e-government category that includes activities within government units and those between governments? | government-to-government

36. The major tasks of knowledge management include each of the following except: | supplementing knowledge.

37. Software applications for the administration, documentation, tracking, and reporting of training programs, classroom and online events, e-learning programs and training content best describes: | learning management systems.

1. Why is being number one in operation efficiency not enough to keep 1-800-Flowers.com at the top of its industry? | More is needed because all other competitors offer similar efficiencies.

2. How was the transformation to a customer-intimate business accomplished? | The company uses extensive SAS decision support and data mining software.

3. What is the role of data mining? | It allows the firm to anticipate customer needs.

4. Why must the online presence and the telephone system be integrated? | So that all data constantly and consistently enters the system.

5. How is the one-to-one relationship achieved? | By understanding a customers preferences and needs based on past transactions.

1) Finding and retaining customers is a major critical success factor for most offline and online businesses. | TRUE

2) One of the keys to building effective customer relationships is an understanding of intelligent agents. | FALSE

3) When Chaplin's auto lease is about to expire, he decides it is time to buy a new car. This imbalance between a desired state and an actual state is called need identification. | TRUE

4) When making a purchasing decision, deciding what product to buy is referred to as product brokering. | TRUE

5) In the consumer decision-making process, the buyer is the person who ultimately makes the buying decision. | FALSE

6) In the purchase decision-making process, blogs and search engines support the evaluation, negotiation, and selection step. | FALSE

7) The first step in the purchase decision-making process is product evaluation and comparison. | FALSE

8) Personalization matches services, products, and advertising content with large groups of customer segments. | FALSE

9) A user profile defines customer preferences, behaviors, and demographics and can be generated by observing what the user does online. | TRUE

10) Customer loyalty is a deep commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand purchasing. | TRUE

11) Customer loyalty leads to enhanced resistance to competitors, a decrease in price sensitivity, and an increase in favorable word-of-mouth. | TRUE

12) Attracting and retaining loyal customers is the most important issue for e-tailers because customer loyalty can lower marketing and advertising costs, transaction costs, customer turnover expenses, and failure costs such as warranty claims. | TRUE

13) E-loyalty is customer loyalty to an e-tailer or loyalty programs delivered online or supported electronically. | TRUE

14) The aim of market research is to discover marketing opportunities and issues, to establish marketing and advertising plans, to better understand the purchasing process, and to evaluate marketing performance. | TRUE

15) Spyware is tiny graphics files embedded in e-mail messages and in Web sites that transmit information about users and their movements to a Web server. | FALSE

1) A \_\_\_\_\_\_\_\_ is someone whose advice or view carries some weight in making a final purchasing decision. | influencer

2) Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the \_\_\_\_\_\_\_\_ stage of the EC purchase decision-making process. | need identification

3) EC businesses generate user profiles in each of the following ways except by: | using customer segmentation to identify customers' preferences.

4) The use of cookies | is one of the most controversial issues in EC.

5) Key factors limiting the use of personalization include | privacy and trust issues.

6) By increasing customer loyalty, EC companies achieve each of the following benefits except | lower click through rates.

7) The introduction of EC has | decreased customer loyalty because customers can more easily shop, compare, and switch to different vendors.

8) The psychological status of willingness to depend on another person or organization best defines | trust.

9) Finding information and knowledge that describe the relationships among consumers, products, marketing methods, and marketers is the goal of | market research.

10) The tiny graphics files embedded in e-mail messages and in Web sites that transmit information about users and their movements to a Web server are | Web bugs.

11) Once a company knows a consumer's preferences, the company can predict, without asking the consumer directly, what other products or services that consumer might enjoy through | collaborative filtering.

12) The key problem that biometric marketing is intended to solve is | knowing the identity of the actual shopper.

13) The ethical issue raised by collaborative filtering is | invasion of privacy.

14) Banner ads that appear when a predetermined word is queried from a search engine are | keyword banners.

15) An ad that appears underneath the current browser window, so when the user closes the active window the ad is still on the screen describes | pop-under ad.

1) \_\_\_\_\_\_\_\_ treats each customer in a unique way to fit marketing and advertising with the customer's profile and needs. | One-to-one marketing

2) \_\_\_\_\_\_\_\_ matches services, products, and advertising content with individuals and their preferences. | Personalization

3) A \_\_\_\_\_\_\_\_ is a data file that is placed on a user's hard drive by a remote Web server, frequently without disclosure or the user's consent that collects information about the user's activities at a site. | cookie

4) \_\_\_\_\_\_\_\_ is a deep commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand purchasing. | Customer loyalty

5) \_\_\_\_\_\_\_\_ is the psychological status of willingness to depend on another person or organization. | Trust

6) \_\_\_\_\_\_\_\_ are tiny graphics files embedded in e-mail messages and in Web sites that transmit information about users and their movements to a Web server. | Web bugs

7) \_\_\_\_\_\_\_\_ are data that occur inside the Web environment, and they provide a trail of the user's activities in the Web site. | Clickstream data

8) \_\_\_\_\_\_\_\_ is online marketing, facilitated by the Internet, by which marketers and advertisers can interact directly with customers, and consumers can interact with advertisers or vendors. | Interactive marketing

9) \_\_\_\_\_\_\_\_ is online advertising that focuses on social networking sites. | Social network advertising

10) \_\_\_\_\_\_\_\_ is a marketing arrangement by which an organization refers consumers to the selling company's Web site. | Affiliate marketing

1) List and briefly discuss the five major roles that people play in the decision-making process. | The major roles are initiator, influencer, decider, buyer, and user. The initiator is the person who first suggests or thinks of the idea of buying a particular product or service. The influencer is the person whose advice or view carries some weight in making a final purchasing decision. The decider is the person who ultimately makes a buying decision or part of it, such as whether to buy, what to buy, how to buy, or where to buy. The buyer is the person who makes the actual purchase. The user is the person who consumes or uses the product or service.

2) List four reasons why Web advertising is growing rapidly. | Seven reasons are mentioned in the textbook and include cost, richness of format, personalization, timeliness, location-basis, linking, and digital branding. Referencing cost, online ads are sometimes cheaper than those in other media. In addition, ads can be updated at any time with minimal cost. In terms of format richness, Web ads effectively use the convergence of text, audio, graphics, and animation. In addition, games, entertainment, and promotions can be easily combined in online advertisements. When using personalization, Web ads can be interactive and targeted to specific interest groups or individuals, and the Web is a much more focused medium. In the area of timeliness, Internet ads can be fresh and up-to-the-minute. Web advertising can be location based; Internet ads can be sent to consumers whenever they are in a specific time and location. With linking, it is easy to link from an online ad to a storefront. In the area of digital branding, even the most price-conscious online shoppers are willing to pay premiums for brands they trust.

1. An ad that appears underneath the current browser window, so when the user closes the active window the ad is still on the screen describes: | pop-under ad.

2. Which of the following major factors is the most important predictor of online buying behavior? | product information requested

3. Word-of-mouth marketing by which customers promote a product or service by telling others about it is referred to as | viral marketing.

5. Data collection methods in the Web 2.0 environment include each of the following except | branding.

6. As the volume of customers, products, vendors, and information increases, it becomes uneconomical, or even impossible, for customers to consider all relevant information and available products and services. The practical solution to handling such information overload is to | use software or intelligent agents.

12. Web site content is especially important to increase stickiness because | customers are expensive to acquire.

13. One of the major challenges of one-to-one advertising is \_\_\_\_\_\_\_\_, or the flooding of users with junk e-mail, banners, and pop-ups. | spamming

15. In the consumer decision process, which of the following roles ultimately makes the buying decision or any part of it? | decider

18. One problem with Web analytics, Web mining, and clickstream data is that we observe and follow a computer, not knowing who is actually moving the mouse. | True

19. Virtual catalogs and links to external sources support the information search step in the purchase decision-making process. | True

1) The amount and percentage of goods and services sold on the Internet is increasing rapidly, despite the failure of many dot-com companies. | TRUE

2) When comparing retailing to e-tailing, e-tailing has a lower cognitive shopping overhead due to easy-to-establish mutual trust. | FALSE

3) Commodities with standard specifications (e.g., books, CDs, airline tickets) are expected to facilitate higher sales volumes. | TRUE

4) A business model is a description of how an organization intends to generate revenue through its business operations. | TRUE

5) Marketing done online between any seller and buyer is indirect marketing. | FALSE

6) Direct marketers are firms that sell directly to consumers over the Internet without maintaining a physical sales channel. | FALSE

7) A click-and-mortar retailer is a combination of both the brick-and-mortar retailer and an online transactional Web site. | TRUE

8) Competition among online travel e-tailers is fierce, with low margins, little customer loyalty, and increasing commoditization of products and services. | TRUE

9) The electronic job market can create high turnover costs for employers by accelerating employees' movement to other jobs. | TRUE

10) When compared to the traditional job market, an advantage of the online job market is its long life cycle. | TRUE

11) An advantage of the electronic job market for job seekers is that they can assess their market value. | TRUE

12) Many insurance companies use a dual strategy, keeping human agents but also selling online. | TRUE

13) The major risk of online trading is security. | TRUE

14) Both online banks and click-and-mortar banks carry some risks and problems, especially in international banking, including hackers and liquidity risk. | TRUE

15) A major problem in B2C is the increasing rate of online fraud. | TRUE

1) Each of the following describes retailing except: | Companies that produce a larger number of products, such as Proctor & Gamble, do not need retailers for efficient distribution.

2) Retailers who sell over the Internet are called | e-tailers.

3) What is the primary advantage of catalog sales? | Catalogs eliminate the constraints of

5) Dell's distribution strategy is best described as | direct marketing from a manufacturer.

7) Each of the following is a revenue model for online independent travel agents except | direct competition revenues.

8) Compared to the traditional job market, the online job market | tends to be much less expensive.

9) Which of the following parties use the Internet job market? | all of the above

10) Advantages of the electronic job market for employers include each of the following except | charging online processing fees.

11) Advantages of the electronic market for job seekers include each of the following except | competing with less qualified applicants.

12) E-banking | saves time and money.

13) Which of the following is not an online banking application category? | delivery

14) Gateways to storefronts and e-malls are | shopping portals.

15) Tools that scout the Web on behalf of consumers who specify search criteria are | shopbots.

1) Broadly, marketing that takes place without intermediaries between manufacturers and buyers describes \_\_\_\_\_\_\_\_. | direct marketing

2) \_\_\_\_\_\_\_\_ are firms that sell directly to consumers over the Internet without maintaining a physical sales channel. | Virtual (pure-play) e-tailers

3) \_\_\_\_\_\_\_\_ are brick-and-mortar retailers that offer a transactional Web site from which to conduct business. | Click-and-mortar retailers

4) The \_\_\_\_\_\_\_\_ is the online B2C business model where a manufacturer sells to a business, but delivers to individual customers. | B2B2C

5) \_\_\_\_\_\_\_\_ is the online B2C business model where manufacturers customize their products and services via online orders. | Make (build)-to-order

6) Various banking activities conducted from home or the road using an Internet connection describes \_\_\_\_\_\_\_\_. | electronic banking

7) Gateways to e-storefronts and e-malls describes \_\_\_\_\_\_\_\_. | shopping portals

8) Tools that scout the Web on behalf of consumers who specify search criteria describes \_\_\_\_\_\_\_\_. | shopping robots

9) The process whereby intermediaries take on new intermediary roles describes \_\_\_\_\_\_\_\_. | reintermediation

10) \_\_\_\_\_\_\_\_ is the situation in which an online marketing channel upsets the traditional channels due to real or perceived damage from competition. | Channel conflict

1) List five business models by distribution channel. | The five business models are direct marketing by mail-order retailers that go online, direct marketing by manufacturers, pure-play e-tailers, click-and-mortar retailers, and Internet malls.

2) What are virtual (pure-play) e-tailers? Give an example. List one advantage and one disadvantage of this model. | Virtual (pure-play) e-tailers are firms that sell directly to consumers over the Internet without maintaining a physical sales channel. Amazon.com is a prime example of this type of e-tailer. Virtual e-tailers have the advantage of low overhead costs and streamlined processes. One disadvantage is a lack of established infrastructure or back office to support the online front-office activities.

2. Each of the following is a characteristic of WAYN except: | When it introduced fees for its premier travel membership service, it lost most of its new subscriptions.

5. Competitive advantages of a "pull" vehicle distribution process include | all of the above.

6. Conducting e-commerce where the online channel of a business is integrated with the physical retail business as opposed to being a separate channel best defines | considered commerce.

9. Business rating sites can aid consumer purchase decisions. | True

16. Amazon.com experienced each of the following except | establishing a grocery delivery service called AmazonConnect.

20. The top 500 e-tailers accounted for 65 percent of all online sales in 2009. | True

24. The Sears marketing strategy is best described as | a click-and-mortar strategy.

26. A type of online mall that is basically a directory organized by product type best describes | referring directory.

2. Ebay auctions are mostly: | consumer-to-consumer

3. The type of EC transactions used by Zappos are: | business-to-consumer

4. The second generation of Internet-based services that lets people collaborate and share information online in new ways, such as social networking sites, wikis, communication tools, and folksonomies best defines: | Web 2.0

5. Major barriers to EC include all of the following except: | lack of programmers

6. A \_\_\_\_\_\_\_\_ is a company's method of doing business to generate revenue to sustain itself. | business model

7. Large private organizational buyers and government agencies make large-volume or large-value purchases through \_\_\_\_\_\_\_\_, also known as reverse auctions. | electronic tendering systems

9. Electronic commerce is an interdisciplinary field. | True

10. The structure of a social network is often very simple. | False

11. Benefits of e-commerce to customers include: | all of the above.

12. A category of Internet applications that helps connect friends, business partners, or individuals with specific interests by providing free services such as photo presentation, e-mail, blogging, and so on using a variety of tools best describes: | social networking.

13. A network that uses the Internet to link ent intranets best defines: | extranet.

14. The e-commerce model in which a business provides some product or service to a client business that maintains its own customers is called: | business-to-business-to-consumer.

15. Collaborative computing is an approach aimed at making the human-computer interface more natural. | False

16. Enterprise social networks are privately owned by corporations and operate inside them. | True

17. Pure-play organizations are old-economy organizations that perform their primary business offline, selling physical products by means of physical agents. | False

18. According to the \_\_\_\_\_\_\_\_ revenue model, customers pay a fixed amount, usually monthly, to receive some type of service. | subscription fees

19. A broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization best defines: | e-business

20. Using Web 2.0 tools, companies can: | do all of the above.

21. Many companies use a corporate portal, which is a gateway for customers, employees, and partners to reach corporate information and communicate with the company. | True

22. Facebook is an example of an enterprise social network. | False

23. Purchasing a computer from Dell's Web site is partial EC because the merchandise is physically delivered. | True

24. EC enablers include electronic markets, e-stores, and e-catalogs. | TRUE

25. Storefronts, malls, and portals are EC mechanisms that support the entertainment EC activity. | FALSE

26. The emergence of electronic marketplaces has resulted in lower information search costs for buyers and lower transaction and distribution costs for sellers. | TRUE

27. Although both marketplaces and marketspaces can sell physical products, the marketspace can also sell digital products. | TRUE

28. An intermediary is a third party that operates between sellers and buyers. | TRUE

29. Travelers using airline Web sites to book their flights directly without the use of travel agents is resulting in the reintermediation of travel agents. | FALSE

30. Electronic storefronts, Internet malls, and exchanges are major B2B e-marketplaces. | FALSE

31. Brokers and infomediaries are two types of online intermediaries. | TRUE

32. Search engines not only "search and match," but also have capabilities that can be used to perform routine tasks that require intelligence. | FALSE

33. 10) An electronic shopping cart is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop. | TRUE

34. Shopping carts for B2B are fairly simple, but a shopping cart for B2C may be more complex. | FALSE

35. An auction is a market mechanism that uses a competitive process by which a seller solicits consecutive bids from buyers or a buyer solicits bids from sellers. | TRUE

36. Auctions are based on dynamic pricing. | TRUE

37. Reverse auctions are bidding or tendering systems in which the buyer places an item for bid on a request for quote system; then potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins. | TRUE

38. 15) In the one buyer, many potential sellers dynamic pricing configuration, the sellers use a forward auction. | FALSE

39. Electronic markets are the EC mechanism supporting the | presence and delivery, find information, compare, and analyze EC activities.

40. Each of the following is a main function of traditional and electronic markets except | financing the transformation of raw materials into finished products.

42. Digital products have different cost curves than those of regular products because in digitization | most costs are fixed, and variable costs are very low.

43. 4) The portion of an e-seller's business through which customers interact, including the seller's portal, electronic catalogs, shopping cart, and payment gateway is the | front end of the business.

44. 5) The elimination of various types of agents that mediate between buyers and sellers, such as travel and insurance agents, is referred to as | B) disintermediation.

45. Online markets that are owned and operated by a single company and that are either sell-side or buy-side are known as | private e-marketplaces.

47. 7) Public e-marketspaces are | all of the above.

48. 8) Functionalities provided by EC merchant server software include | all of the above.

49. 9) The presentation of product information in an electronic form and also serving as the backbone of most e-selling sites describes | electronic catalog.

50. 10) Search tools that search the contents of a user's or organization's computer files, rather than searching the Internet are | desktop search tools.

51. 11) A market mechanism that uses a competitive process in which a seller solicits consecutive bids from buyers or a buyer solicits bids from sellers best defines | auction.

52. 12) The most common and traditional form of auctions in which one seller entertains bids from many buyers best describes | forward auctions.

53. 13) The dynamic pricing configuration where the resulting price is determined by each party's bargaining power, supply and demand in the item's market, and possibly business environment factors best describes | A) one buyer, one seller.

55. 14) All of the following are benefits of e-auctions to buyers except: | A) can liquidate large quantities quickly.

57. 15) Which of the following statements about bartering is false? | It is primarily done between individuals and private parties.

1) \_\_\_\_\_\_\_\_ refers to an online market, usually B2B, in which buyers and sellers exchange goods or services. | E-marketplace

60. 2) A marketplace in which sellers and buyers exchange goods and services for money (or other goods and services), but do so electronically defines \_\_\_\_\_\_\_\_. | marketspace

62. 3) \_\_\_\_\_\_\_\_ refers to the portion of an e-seller's business processes through which customers interact, including the seller's portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway. | Front end

63. 4) A private e-marketplace in which one company sells either standard and/or customized products to qualified companies defines \_\_\_\_\_\_\_\_. | buy-side e-marketplace

65. 6) \_\_\_\_\_\_\_\_ are electronic intermediaries that provide and/or control information flow in cyberspace, often aggregating information and selling it to others. | Infomediaries

66. 7) A \_\_\_\_\_\_\_\_ is an auction in which a seller entertains bids from buyers, and bidders increase the price sequentially. | forward auction

68. 8) The \_\_\_\_\_\_\_\_ is an auction in which the buyer places an item for bid on a request for quote system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins. | reverse auction

70. 9) The \_\_\_\_\_\_\_\_ is an auction model in which a would-be buyer specifies the price he or she is willing to pay to any willing and able seller. | name-your-own-price model

71. 10) \_\_\_\_\_\_\_\_ is a marketplace in which an intermediary arranges barter transactions. | Bartering exchange

72. List the six major EC trading activity categories. | presence and discovery, find information, compare, analyze; , (2) trading buy, sell, exchange; (3) communicate, collaborate, learn; (4) entertainment; (5) improve performance; (6) other activities, recruit, customer service.

73. Discuss intermediation, disintermediation, and reintermediation. | Intermediation occurs when a third party operates between buyers and sellers. Intermediaries provide information about demand, supply, prices, and requirements or they offer value-added services. E-marketplaces, infomediaries and portals provide information for free or low cost, resulting in the disintermediation or elimination of the intermediary. reintermediation occurs when the disintermediated entity takes on new intermediary roles.

75. 2. Travelers using airline Web sites to book their flights directly without the use of travel agents is resulting in the reintermediation of travel agents. | .False

76. 3. Reverse auctions are bidding or tendering systems in which the buyer places an item for bid on a request for quote system; then potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins. | True

77. 4. An order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop best defines. | electronic shopping cart.

78. 5. A market mechanism that uses a competitive process in which a seller solicits consecutive bids from buyers or a buyer solicits bids from sellers best defines: | auction.

79. 6. Impacts of auctions include: | all of the above.

80. 7. The elimination of various types of agents that mediate between buyers and sellers, such as travel and insurance agents, is referred to as: | disintermediation.

81. 8. Popular search engines include each of the following except: | .Linux.

82. 9. Each of the following is a type of EC search except: | .host search.

83. 10. Major department and discount stores are classified as: | general malls.

84. 11. Digital products have different cost curves than those of regular products because in digitization: | most costs are fixed, and variable costs are very low.

85. 12. Types of business activities in virtual worlds include each of the following except: | assembling physical products.

86. 13. Web sites with audio interfaces that can be accessed by a cell phone best describes: | voice portals.

87. 14. Benefits of e-auctions to sellers include: | optimal price is determined by the market.

88. 15. Which of the following are EC activities supported by Web 2.0 tools and social network services? | entertainment

90. 16. All of the following are benefits of e-auctions to buyers except: | can liquidate large quantities quickly.

91. 17. Although both marketplaces and marketspaces can sell physical products, the marketspace can also sell digital products. | True

92. 18.An auction is a market mechanism that uses a competitive process by which a seller solicits consecutive bids from buyers or a buyer solicits bids from sellers. | True

93. 19. EC enablers include electronic markets, e-stores, and e-catalogs. | True

Which of the following is a private B2B e-marketplace? | Company ABC sells machine parts to their 20 customers on their Web site.

Which of the following is an example of disintermediation? | In addition to selling through department stores, a firm begins to sell online.

Which of the following is not a characteristic of sell-side merchants? | They slightly increase prices for online sales.

What are the steps in a Web-based reverse auction? | Prepare and post project information, identify and approach suppliers, bids are created and submitted, bids evaluated and awarded.

Several businesses create a single online catalog for their customers. This is an example of: | Catalog aggregation.

Which of the following is not a benefit of Internet- based XML over traditional EDI? | Guarantees universal compatibility

Which of the following is not an example of company-centric EC? | A group of companies purchase office supplies from a consolidated online catalog.

B2BBusiness.com offers classified ads, a fixed price catalog, auctions and community services. What type of B2B many-to-many model are they using? | B2B portal

Which of the following businesses is an information portal? | Company D provides news, bulletin boards and classified ads for a particular vertical market.

Mike's business plan calls for him to coordinate several businesses together in one exchange. Together, he hopes that this group of businesses will receive better pricing from the big vendors. What type of model is Mike using? | Buyer aggregation

What are the four types of consortium trading exchanges? | Vertical-purchasing oriented, horizontal-purchasing oriented, horizontal-selling oriented and vertical-selling oriented.

Potential uses for a corporate intranet can be best described as: | Robust, potential uses still being discovered.

Erratic shifts in orders up and down supply chains is know as the: | Bullwhip effect.

E-government can generally include all of the following except: | Selling commercial items.

Which of the following is not an example of a P2P system? | User interfaces are based inside a Web browser.

This wireless technology will provide faster display of multimedia. | 4G

Which of the following is not true of targeted advertising? | Customers inform vendors of their locations.

QN=19: A job opening in the Sales Department posted on the company's Intranet by the an Resources Department is an example of: | B2E

QN=82: B2B transactions that involve communication, design, planning, information sharing, and activities beyond financial transactions among business partners is referred to as \_\_\_\_\_\_\_\_\_\_\_\_ | collaborative commerce

QN=87: \_\_\_\_\_\_\_\_\_\_\_\_ can be supported more effectively and efficiently through direct buyer seller offline or online negotiations, which can be done in private exchanges or private trading rooms in public exchanges. | Strategic purchases

QN=90: The \_\_\_\_\_\_\_\_\_\_\_\_\_ consists of a number of interrelated sub processes that extend from the acquisition of materials from suppliers to packaging it and moving it to distributors and retailers. | supply chain

QN=97: Companies use \_\_\_\_\_\_\_\_\_\_\_\_ to sell their unneeded assets for quick disposal or to easily dispose of excess, obsolete, and returned products. | liquidation

QN=111: A market maker evaluates an exchange between a buyer in the United States and a seller in Spain to ensure that import laws for the U.S. are followed. This is an example of the market maker: | maintaining exchange policies.

QN=128: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a business strategy that enables manufacturers to control and share product-related data as part of product design and development efforts. | Product lifecycle management

QN=137: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means that the communication and collaboration are done in real time. | Synchronous

QN=146 All of the following are advantages of e-learning EXCEPT:: All of the following are advantages of e-learning EXCEPT: | All of the following are advantages of e-learning EXCEPT:

QN=150: More and more people are willing to pay for digital music, as shown by the success of \_\_\_\_\_\_\_\_ | Apples iTunes

QN=151: \_\_\_\_\_\_\_\_\_\_\_\_ is the electronic delivery of newspapers, magazines, books, videos, music, and other digitizable information over the Internet | Online publishing

QN=152: \_\_\_\_\_\_\_\_\_\_\_ is commonly used to broadcast public lectures and e-seminars, promote the work of new or unknown musicians, and broadcast international entertainment activities. | Webcasting

QN=155: A major purpose of an organizational knowledge base is to support and allow\_\_\_\_\_\_\_\_\_\_\_ . | knowledge sharing

QN=159: M-commerce transactions and activities require \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. | hardware and software infrastructures; infrastructure support

QN=166: Most WLANs run on a telecommunications standard known as \_\_\_\_\_\_\_\_\_\_\_\_, which is more commonly called \_\_\_\_\_\_\_\_\_\_\_\_\_\_. | IEEE 802.11; Wi-Fi

QN=167: A \_\_\_\_\_\_\_\_\_\_\_ is suitable for mobile users who need to make very short-range device-to-device wireless connections within a small space, such as a single room, and most commonly with Bluetooth. | personal area network

QN=169: One way to share information with supply chain partners is wireless \_\_\_\_\_\_\_\_\_, which is the science of measuring physical phenomena such as temperature, volume, or an on/off condition at a remote point and transmitting the value to a distant recorder or observer. | telemetry

QN=175: A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a computer system capable of integrating, storing, editing, analyzing, sharing, and displaying spatial information. | geographical information system

QN=176: You are walking near a coffee shop and suddenly your cell phone beeps with a message: ?Come inside and get a free biscotti with any purchase.? This is an example of: | location-based advertising

QN=183: The ?name-your own-price? model pioneered by Priceline.com is a type of \_\_\_\_\_\_\_\_\_\_\_ auction. | one buyer, many potential sellers

QN=185: A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ takes place between sellers and buyers in one industry or for one commodity, such as flowers, cars, or cattle. | vertical auction

QN=192: Compared to competitive markets, auction prices are often \_\_\_\_\_\_\_\_\_\_ when there are multiple bidders. | higher

QN=204: The success and security of EC depends on the \_\_\_\_\_\_\_\_\_\_ of information and the business Web site. | confidentiality, integrity, and availability

QN=206: Digital signatures or digital certificates: | a and b (a.are used to validate the sender and time stamp of the transaction so it cannot be later claimed that the transaction was unauthorized or invalid., b.have been compromised by phishers and spammers)

QN=224: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are financial institutions that provides a customer with a payment card. | Issuing banks

QN=225: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ provide connectivity among merchants, customers, and financial networks enabling authorization and payments is called the: | Payment processing services

QN=237: Most EC applications are based on \_\_\_\_\_\_\_\_\_\_\_ that begin with an order, frequently a \_\_\_\_\_\_\_\_ order. | pull operations; customized

QN=240: The Council of Supply Chain Management Professionals defines \_\_\_\_\_\_\_\_\_\_\_\_\_ as ?the process of planning, implementing, and controlling the efficient and effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements | logistics.

QN=247: Automated warehouses for B2C companies are designed: | to facilitate the delivery of small quantities of product to a very large number of customers.

QN=249: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ recognizes that \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the core of a business and that a companys success depends on effectively managing its relationships with them. | Customer relationship management; customers

QN=258: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of making the selected applications and projects a reality by hiring staff; purchasing equipment; licensing, purchasing, or writing software; and contracting vendors. | Project management

QN=260: \_\_\_\_\_\_\_\_\_\_\_\_\_ is the continuous evaluation of progress toward the organizations strategic goals, resulting in corrective action and, if necessary, strategy reformulation. | strategy assessment

QN=268: A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a form of business alliance composed of several business partners that share the costs and resources for the development or production of a product or service. | virtual corporation

QN=273: A duty is | a legal claim that others not interfere with a protected interest

quizlet test1

What is the purpose of a database? | to help people keep track of things

What is the most commonly used type of database? | relational database

define data and information. explain how they differ. | data are facts and figures. information is defined as knowledge derived from data or data presented in meaningful context.- data is imply recorded in the database, but the data must be manipulated in some way to produce information.

give an example of a single-user database application and a multiuser database application. | membership database (single-user), video/dvd rental store that is used by several employees(multi-user)

What are the functions of application programs? | Create and process forms, process end users, queries, create and process reports, execute application logic, control the application

What does DBMS stand for? | database management system

What is the function of DBMS? | creates, processes and administers databases under the control of the DBMS

Define database. | a self-describing collection of integrated tables, which means that the tables store both data and the relationships btwn the data

Why is a database considered to be self-describing? | because it contains a description of itself- such as what tables are in the database, which columns are in each table and what kind of data is store in each column

What is metadata? How does this term pertain to a database? | Metadata is data about data. Metadata in databases allow them to be self-describing.

Is MS Access a DBMS? | is not just a DBMS, combines a DBMS and an application generator.

What is the function of the application generator in Access? | to create and manage forms, reports and queries

Why does MS Access hide important database technology? | to make it easier for beginning users to create and work with small database applications

list consequences of poorly designed database. | poor performance, difficult to revise adapt to changing circumstances, hard to navigate, slow

what does database migration mean? | used to describe the process of redesigning an existing database to meet new or changing database requirements.

describe database migration process | tables may be created, modified or deleted, relationships may be altered, data constrains may be changed, other changes may be made as needed

what job functions does a database administrator perform? | designs, constructs, and manages databases

why is SQL described as a data sublanguage? | consists only of language statements for defining and processing a database

what does DML stand for | data manipulation languages, used for querying and modifying data

what does DDL stand for? | data definition language, used for creating tables, relationships, and other database querying and modifying data

what is the SQL SELECT/FROM/WHERE framework? | SELECT clause specifies which columns are to listed in the query results FROM clause specifies which tables are to bu used in the query WHERE clause specifies which rows are to listed in the query result

relation | a table like structure of rows and columns, each column has unique name, all values in a column are for the same attribute, cells in table only hold single value, order of rows doesn't matter, neither does order of columns, data in each row as a whole must be unique

functional dependency | relationship between attributes in a relation where the value of one or more attributes determines the value of another attribute. A -> B expressed the fact that if we know a value of A we will always know the corresponding value of B

determinant | attribut or set of attributes that functionally determine the value of another attribute or set. The left-hand side of a functional dependence.A -> B, A is determinate

Candidate Key | an attribute that uniquely determine the values of all the other attributes for a row in a relation

composite key | a key that contains two or more attributes

primary key | the candidate key select to be the "official" key of a relationship

surrogate key | a column of artificial data added to a relation to serve as the primary key

foreign key | the attribute that is a primay key is one table that is then place in a second table to form a relationship to the first table by sorting linking values. the term foreign key refers to the attribute in the second table.

referential integrity constraint | a value of constrain of a foreign key that states that no value can be placed in the foreign key unless it already exists as a primary key value in the linked table

normal form | one category in a set of categories used to describe relations according to the type of anomalies that can occur in the relations

terms that describe table | table, relation, file

terms that describe rows | rows, tuples, records

terms that describe columns | columns, attributes, fields

explain the difference between a candidate key and a primary key | while there can be several candidate keys, any of which could be the primary key, there is only one primary key actually used to be the "official" key of a relationship

Where does the value of a surrogate key come from? | A surrogate key value is normally assigned by the BDMS when a new row is created

When would you use a surrogate key? | when the non-surrogate primary key would be too large and unwieldy

the term domestic key is not used. If it were used, what do you think it would mean? | the primary key in the relation that the foreign key links to.

What is a normal form? | one category in a set of categories used to describe relations according to the type of anomalies that can occur in the relations.

What relations are in 1NF? | Any relation is, by definition, in 1NF

which normal forms re concerned with functional dependencies? | 2NF to Boyce-Codd NF

What conditions are required for a relation to be in 2NF?

1. if it is in 1NF

2. all non-key attributes are determined by the entire primary key

What conditions are required for a relation to be in 3NF?

1. it is in 2NF

2. there are no non-key attributes determined by another non-key attribute

In a database table, two records: | canNOT have the same primary key

in order to create a relationship btwn the Student and Grade tables they must contain: | the same column (or field)

What term refers to a primary key made up of more than one field | composite key

a database management system is | a program

from and reports are examples of | application components

Suppose we try to enter a grade in the grade table for a student that has not yet been entered in the Student table. This violates: | referential integrity

metadata can be examined in MS-Access in: | Design View

E-commerce and client/server network applications are associated with: | Enterprise databases

the development of the first database technology was driven by the need for: | data integration

the original objections to the relational database model were that it was: | too slow and used too many resources

in a relation, cells in a table can hold: | only a single value

a row of data in a relation is also called: | a tuple

a column of data in a relation is also called : | an attribute

No two (row/column) entries can have the same value | row

Suppose a relation describes students at a university including StudentID, Name, and Major. What determines what? | StudentID determines student major

What type of key might Name be in problem above? | Candidate Key

if A determine B, what is true? | B=f(A)

both A and B together determine C | (A,B) --> C

What is the relationship between a primary key and a candidate key? | A primary key is a candidate key

a primary key can be a: | composite