Chapter 8 Questions

2. Two examples of B2C e-commerce business models are seller-side marketplace and buyer-side marketplace.

5. Restaurants are using m-commerce by providing mobile ordering to allow customers to order ahead so that their food is ready when they arrive to pick it up.

7. Mobile marketing is promotion of goods and services through mobile devices. Two examples are app-based marketing and in-game marketing.

9. Apple pay is a mobile payment service that works based on NFC technology on iPhone6 and above, Apple Watch, or iPad.