



Second-Term Exam

Academic Year: 2023-2024

Course Name: E-commerce

Course Code:020305405

Department: MIS

Year: Fourth

Major: business and MIS

Time: 60 minutes

Exam consists of ( 2 ) papers

Date:30 / 3 /2024

Course Coordinator: Dr. Abeer Amer and Dr. yasser hanafy

Total degree: 25

Model (2)

Question (1) true or false

- 1- B2B e-commerce is the largest size of e-commerce.
- 2- The Internet is a worldwide network of computer networks
- 3- The term *e-commerce* refers to the digital enabling of business processes both inside and outside the firm.
- 4- Personalization involves targeting marketing messages to specific individuals by adjusting the message based upon a consumer's preferences or past purchasing behavior.
- 5- One advantage of e-commerce is that it provides customization, allowing businesses to access customers worldwide easily.
- 6- E-commerce typically requires significant initial investment in physical infrastructure, making it less accessible for small businesses.
- 7- E-auctions eliminate the need for human intervention in the bidding process, ensuring fairness and transparency in all transactions.
- 8- E-commerce websites built with outdated technology and incompatible with mobile devices may not effectively meet to the needs of modern consumers.
- 9- E-commerce transactions are generally slower compared to traditional brick-and-mortar stores due to shipping and delivery times.
- 10- E-commerce organizations often face challenges in maintaining cybersecurity due to the nature of online transactions.
- 11- E-commerce organizations can benefit from lower overhead costs compared to traditional retail businesses, as they don't need to invest in extensive physical infrastructure.
- 12- E-commerce organizations are less dependent on customer service compared to traditional businesses since most interactions occur digitally.
- 13- In e-auctions, the bidding process typically takes longer than in traditional auctions due to the need for online verification and authentication.
- 14- Pricing in auctions is dynamic.
- 15- Bartering involves the exchange of goods or services without the use of money, relying instead on mutual agreement between parties.
- 16- Negotiations occur through bartering exchanges.
- 17- Non-technical limitations of e-commerce may include logistical issues such as shipping delays and inventory management challenges.
- 18- Slow loading times of web pages have no impact on e-commerce sales, as customers are patient enough to wait for content to load.
- 19- E-Commerce is mainly based on the intranet of the company.
- 20- A business model is a method of doing business by which a company can generate revenue to sustain itself.
- 21- E-commerce refers to buying, selling and exchanging products, services or information via the internet.
- 22- A brick and mortar organization can sell its products on an e-marketplace
- 23- An e-commerce site must include a search engine.



- 24- With all else being equal in the online environment, goods that are relatively expensive or frequently purchased are expected to have higher sales volumes than goods that are inexpensive or infrequently purchased.
- 25- There is no difference between e-business & e-commerce as they are having the same meaning and the same function.
- 26- E-commerce activities conducted on Facebook is called mobile commerce.
- 27- Virtual stores sell only one or several types of products.
- 28- Paying the weather service subscription from the mobile balance represents an e-commerce process.
- 29- When Alexandria University provides a master's degree from a distance, it is considered a virtual university.
- 30- E-government is an e-commerce model that applies only to government interaction with business suppliers.
- 31- buying an e-book from Amazon is an example of partial electronic commerce.
- 32- The portion of an e-seller's business processes through which customers interact, including the seller's portal, electronic catalogs and a shopping cart is called frontend
- 33- Kareem's pet store has been in business for many years, Reem the present owner, decides to open an online sales channel where she can advertise and sell pet food. This is an example of adding a webstore.
- 34- A corporate network that uses Internet tools, such as Web browsers, and Internet protocols best defines Intranet.

Question (2) Multiple choice questions

- 1- E-commerce can be defined as:
  - a. digitally enabled commercial transactions between and among organizations and individuals
  - b. the use of digital technologies in a firm's daily activities.
  - c. the digital enablement of transactions and processes within an organization.
  - d. any electronically based organizational activity that supports a firm's market exchanges.
- 2- Which of the following is an example of e-business?
  - a. Amazon's inventory control system
  - b. the Amazon.com website
  - c. an Amazon mobile app
  - d. Amazon's Pinterest page
  - e. all of the above
- 3- Which of the following can be considered the same meaning as the term e-commerce?
  - a. e-business
  - b. digital commerce
  - c. the Internet
  - d. the Web
- 4- Which of the following is a physical place you visit in order to transact?
  - a. Markspace
  - b. marketplace
  - c. social network
  - d. the Internet
- 5- What type of e-commerce transaction typically involves online marketplaces like eBay or Etsy, where individuals can buy and sell goods directly to each other?
  - a. B2C
  - b. C2C
  - c. B2B
  - d. C2B
- 6- Portals primarily generate revenue in all of the following ways except:
  - a. charging advertisers for ad placement.
  - b. collecting affiliate fees.
  - c. sales of goods.
  - d. charging subscription fees.

Good Luck





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