

Model 1

Question (1)

- 1- A firm's _____ describes how a firm will produce a return on invested capital.
 - a. value proposition b. revenue model c. market strategy d. competitive advantage
- 2- Stickiness is an important attribute for which of the following revenue models?
 - a. advertising revenue model b. subscription revenue model
 - c. transaction fee revenue model d. affiliate revenue model
- 3- A _____ specifically details how you plan to find customers and sell your product.
 - a. sales analysis b. business plan c. competitive strategy d. market strategy
- 4- All of the following use a social network marketing strategy except:
 - a. Twitter. B. YouTube. C. Facebook. D. Amazon.
- 5- Portals primarily generate revenue in all of the following ways except:
 - a. charging advertisers for ad placement. B. collecting transaction fees.
 - C. sales of goods. D. charging subscription fees.
- 6- Over the past decade, the number of E-commerce transactions has:
 - a. greatly increased. B. diminished sharply. C. stayed about the same.
 - D. increased slowly.
- 7- Major barriers to ecommerce include each of the following EXCEPT:
 - a. Competition b. Lack of potential customers c. Implementation difficulties
 - d. Lack of technology skills
- 8- Each of the following is a benefit of ecommerce to society EXCEPT:
 - a. More public services b. Closing the digital divide c. Fewer permits and less tax
 - d. Improving homeland security
- 9- 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
 - a. E-tendering system b. Online direct marketing c. Name-your-own-price
 - d. Viral marketing
- 10- According to the _____ revenue model, customers pay a fixed amount of money to receive some type of service>
 - a. Transaction fees b. Subscription fees c. Advertising fees d. Affiliate fees
- 11- Each of the following is an essential capability that helps drive EC, EXCEPT:
 - a. Providing efficient and effective business transactions
 - b. Customizing products and personalizing services
 - c. Sharing information and knowledge
 - d. Facilitating company consolidations
- 12- Which of the following is not a unique feature of e-commerce technology:
 - a. Information asymmetry b. Social technology c. Interactivity d. Richness
- 13- A corporate government network that uses internet tools such as web browsers and internet protocols best defines-----
 - a. Social network b. Extranet c. Intranet d. E-market
- 14- According to the electronic commerce framework, direct marketing and search jobs are-----
 - a. Support services b. Electronic commerce applications
 - c. Part of the EC infrastructure d. Supply chain management activities
- 15- Selling corporate products to one's employees is an example of
 - a. Business-to-consumer b. Business-to-business-to-consumer
 - c. Collaborative commerce d. Intrabusiness EC

- 16- a job opening in the sales department is posted on the company's Intranet by the HR department, this is an example of——
 a. B2E b. B2C c. B2S d. B2B
- 17- In an e-market, Pay Pal serves as a ——
 a. Intermediary b. Service provider c. Content disseminator d. Viral marketer
- 18- A member- only shopping club, where members can buy goods at large discounts describe——
 a. Specialty club b. Membership-based club c. Exclusive club
 d. Private shopping club
- 19- Software tools that explore the web on behalf of consumers who specify search criteria are——
 a. Shopping portals b. Shopping browsers c. Shopbots d. Intelligent search engines
- 20- Optimizing webpage content so as to match user query and appear first is known as
 a. Search engine optimization b. Search engine organization
 c. Search engine ontology d. Search engine on schedule.

Question (2)

- 1- Social networking is the execution of any Web 2.0 activity such as blogging and/or having a presence in a social network.
- 2- Booking tickets on Face book without leaving the social network is an example of enterprise social commerce.
- 3- Economic, legal, societal and technological factors have created a highly competitive business environment in which customers are becoming less powerful.
- 4- 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 processes.
- 5- Referencing the licensing fees revenue model, a company receives commissions for referring customers to others' websites.
- 6- Using google search to search inside enterprise databases is known as desktop search.
- 7- Direct marketing describes marketing that takes place over the internet involving wholesalers and retailers.
- 8- Click- and- mortar retailers are brick-and- mortar retailers that offer a transactional website from which to conduct business.
- 9- Event-based commerce is a wireless-based technology in which vendors send advertisements relevant to the location where customers are at a given time.
- 10- When compared to traditional job market, the online job market has low reliability.
- 11- Both online banks and click-and -mortar banks carry some risks and problems especially in international banking.
- 12- An on-demand delivery service is express delivery made fairly quickly after an online order is received.
- 13- Channel conflict occurs when the addition of an online distribution channel causes problems with existing distribution channels.
- 14- The removal of organizations or business process layers responsible for certain intermediary steps in a given supply chain is called reinter mediation.
- 15- Types of online malls include referring directories and event shopping malls.
- 16- Firms that fail to produce returns greater than alternative investments typically go out of business.
- 17- Organizations selling stock information analysis is considered an e-distributor .
- 18- If a company purchases Cadbury chocolates as gifts for its employees and has Cadbury mail them directly to the recipient, the company is engaged in B2B2C.
- 19- A click-and-mortar organization performs its primary business offline, selling physical products by means of physical agents.
- 20- The shopping cart process is considered a backend activity.

Model 2

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