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RE: CIS 234e – Text A, Electronic Commerce – FILL-IN THE BLANK Questions

Chapter 3 ~ SELLING on the Web

Description: festline

**INSTRUCTIONS: See Key Terms and Review Questions at the end of the Chapters**

**ENTER your Answers below. Email to Prof. Villegas by due date.**

**Fill-in the blank (Enter your answers on the blank area for statements below)**

**Account aggregation 1. \_\_\_\_\_ is the ability to obtain bank, investment, loan, and other financial account information from multiple Web sites and display it all in one location at the bank's Web site.**

**Mass media 2. The defining characteristic of the \_\_\_\_\_ promotion process is that the seller is active and the buyer is passive.**

**Demographic information 3. The set of characteristics that marketers use to group visitors is called \_\_\_\_\_.**

**Portal 4. A(n) \_\_\_\_\_ almost always includes a Web directory or search engine, but it also includes other features that help visitors find what they are looking for on the Web and thus make the Web more useful.**

**One to one personal contact 5. In the \_\_\_\_\_ communication model, both the buyer and the seller participate actively in the exchange of information.**

**Dow Jones 6. \_\_\_\_\_ a business-focused publisher of newspapers such as The Wall Street Journal and Barron’s, was one of the first publishers to create a Web site for selling subscriptions to digitized newspaper, magazine, and journal content.**

**Usability testing 7. A regular program of \_\_\_\_\_ can help organizations identify navigation issues on their Web sites and resolve them.**

**Marketing channel 8. Each different pathway to customers is called a(n) \_\_\_\_\_.**

**Portal 9. A(n) \_\_\_\_\_ is a site that people use as a launching point to enter the Web.**

**Prospecting 10. The personal contact approach to identifying and reaching customers is sometimes called \_\_\_\_\_.**

**Channel conflict cannibalization 11. \_\_\_\_\_ can occur whenever sales activities on a company's Web site interfere with its existing sales outlets.**

**Fee for transaction 12. Online stock brokerage firms use a(n) \_\_\_\_\_ revenue model.**

**Presence 13. An organization’s \_\_\_\_\_ is the public image it conveys to its stakeholders.**

**Advertising subscription mixed 14. In a(n) \_\_\_\_\_ revenue model, subscribers pay a fee, but also accept some level of advertising.**

**Strategic alliance 15. Two or more companies who have joined forces to undertake an activity over a long period of time are said to have created a(n) \_\_\_\_\_.**

**Web directory 16. A(n) \_\_\_\_\_ is a listing of hyperlinks to Web pages.**

**Channel cooperation 17. The process of providing customers access to a company's products through a coordinated presence in multiple distribution channels is called \_\_\_\_\_.**

**Disintermediation 18. The removal of an intermediary, such as a human agent, from a value chain is called \_\_\_\_\_.**

**Mail-order model 19. The catalog-based revenue model is also called the \_\_\_\_\_.**

**Personal contact prospecting 20. In the \_\_\_\_\_ model, a firm’s employees individually search for, qualify, and contact potential customers.**

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