Midterm 2023

1. In eCommerce, B2C is an abbreviation for:
   A) Business to citizen
   B) Business to Consumer
   C) Business to Customer
   D) Business to Client

2. E-procurement is activity categorized under?

   A) B2C

   B) B2B

   C) P2P

   D) none

3. Electronic data interchange is the exchange of computer readable data between 2 or more business in

   A) PDF or ms document

   B) Scanned document Tiff format

   C) Specific standard format

   D) Xml format

4. The increase of use of mobile eCommerce since 2010 was due to:
   A) the advance in smartphones and tablets.
   B) the widespread of mobile users
   C) the increased number of small businesses offering online services
   D) All of the above

5. A product or service well Known that has standardized features among different producers is referred to as:
   A) Commodity item
   B) Asset
   C) Article
   D) None of the above

6. Online classified advertisement(OLX) is based on?

    A) web catalog revenue model

    B) fee for content revenue model

    C)advertising supported revenue model

    D) advertising based revenue model

7. Stock exchange brokerage providing the service of buying and selling online can be categorized as

    A) web catalog model

    B) fee for content revenue model

    C) advertising supported revenue model

    D) Mixed(Subscription and fee for transaction)Revenue model

8. Using internationally available Amadeus ticketing system, an airline company selling flight tickets online can be categorized as

    A) web catalog model

    B) fee for content revenue model

    C) advertising supported revenue model

    D) fee for transaction Revenue model

9. A tour operator company (ex: expedia) selling flight tickets, hotel reservations, car rentals online can be categorized as

    A) Mixed (web catalog model and advertising supported) Revenue model

    B) advertising supported revenue model

    C) Mixed (fee for transaction and advertising supported)Revenue model

    D) fee for service revenue model

10. Sales channel cannibalization is defined by:

  A) retailer's sales eat the market share of its competitor

  B) retailer online sales reduce the sales of his existing physical shops

  C) retailer closes the physical shops and keeps only the online sales

  D) all of the above

11. In order to market your product

1. build the marketing message about the product and company

2. identify potential customers

3. select the appropriate media re-arrange the steps

  A) 1,2,3

  B) 3,1,2

  C) 2,1,3

  D) 2,3,1

12. Which of the following is a factor important to retaining online customer

  A) Customer trust in the company

  B) Web site usability

  C) Web site is consumer-centric

  D) All of the above

13. Which of the following factors make a retail web site usable:

  A) Learnability

  B) Efficiency

  C)Memorability

  D)All of the above

14. Psychographic market segmentation includes:

  A) Social class, lifestyle, education

  B) personality, race, house location

  C) lifestyle, personality, social class

  D) social class, lifestyle, house location

15. The following issue(s) represent a barrier for eCommerce:
    A) the lack for a critical mass of potential buyers with smartphones
    B) Cultural tendencies
    C) legal issues
    D) all of the above

16. The combination of store design, layout, and product display knowledge is called:
    A) Franchising
    B) Merchandising
    C) Business automation
    D) none of the above

17. SMTP is a common protocol used for:
    A) Transmitting files between computers
    B) Sending and receiving mail
    C) Providing support for Multipurpose Internet mail Extensions(MEME)
    D)None of the above

18. POP is a common protocol used for:
    A) Transmitting files between computers
    B) Sending and receiving mail
    C) Providing support for Multipurpose Internet mail Extensions(MEME)
    D)None of the above

19. Files and email messages sent over the internet are broken down into small pieces called
    A) Messages
    B) Switches
    C) Circuits
    D) Packets

20. A permanent telephone connection between two points(locations) is called?
    A) Dedicated line
    B) Party line
    C) Leased line
    D) Local line

21. The sets of words assigned to a specific IP addresses are called:

    A) Domain names
    B) URLs
    C) Octets
    D) Headers

22. Daily provision of the list of publish tenders

    A) fee for content revenue model

    B) advertising supported revenue model

    C) subscription based revenue model

    D) fee for service revenue model

23. Retailers selling mobile phones online are categorized as

    A) web catalog revenue model

    B) fee for content revenue model

    C) advertising supported revenue model

    D)fee for transaction revenue model

24. Free provision of stock exchange data and tends online can be categorized as

    A) web catalog revenue model

    B) fee for content revenue model

    C) advertising supported revenue model

    D) fee for transaction revenue model

25. A hypermarket website main menu is divided as shown in table.

Fresh food	Fruits & Vegetables	Food Cupboard
Beverages	Baby Products	Frozen Food
Bio & Organic Food	Bakery	Pet Supplies
Electronics & Appliances	Smartphones, Tablets	Beauty & Personal Care
Health & fitness	Cleaning & Household	Home &Garden
Stationary & School Supplies	Toys & Outdoor	Kiosk

The marketing strategy followed is:
   A) Customer based strategy
   B) Product based strategy
   C) Mixed (Customer and Product) based Strategy
   D) None of the above

26. Selling Ramadan Lanterns (فوانيس رمضان) is related to:
   A) Behavioral segmentation
   B) Occasion segmentation
   C) Usage-based market segmentation
   D) All of the above

27. According to the online Customer behavior classification, bargainers:
   A) like convenience
   B) use the web to find information and explore new ideas
   C) are in search of a good deal
   D) return to the same sites

28. According to the online Customer behavior classification, connectors:
   A) like convenience
   B) use the web to find information and explore new ideas
   C) are in search of a good deal
   D) return to the same sites

29. The stages of customer royalty are (in order):

   A) Awareness, Exploration, Familiarity, Separation
   B) Exploration, Awareness, Commitment, Separation
   C) Exploration, Awareness, Commitment, Familiarity, Separation
   D) Awareness, Exploration, Familiarity, Commitment, Separation

30. Acquisition cost is:
   A) The cost to draw one visitor to the site
   B) The cost of inducing one visitor to make a purchase or register
   C) The cost to keep the customer loyalty
   D) None of the above