

Question 1

Which term refers to lending money between individuals online?

- ☐ Social lending
- ☐ Crowd lending
- ☒ P2P lending
- ☐ Group lending

Wrong answer

Question 2

0 / 1 pts

Which term refers to search engines that find lowest prices online?

- ☐ Virtual bots
- ☒ Shopping portals
- ☐ Price agents
- ☒ Shopping robots

Wrong answer

Question 3

0 / 1 pts

Which auction type involves many sellers competing for one buyer?

- ☐ Penny auction
- ☐ Dutch auction
- ☒ Reverse auction
- ☒ Forward auction

Question 4

0 / 1 pts

Which term refers to online banking activities?

- ☐ E-money
- ☐ E-payment
- ☒ E-finance
- ☒ E-banking

Wrong answer

Question 5

0 / 1 pts

Which delivery option refers to immediate delivery after order placement?

- ☐ Scheduled delivery
- ☒ Standard delivery
- ☒ On-demand delivery
- ☐ Express shipping

Wrong answer

Question 6

0 / 1 pts

Which B2B model involves many buyers and many sellers?

- ☒ Buy-side
- ☐ Collaborative commerce
- ☐ Exchange
- ☒ Sell-side

Question 7

1 / 1 pts

Which portal is used for training and company news?

- ☐ Mobile portal
- ☐ Customer portal
- ☒ Corporate portal
- ☐ Employee portal

Wrong answer**Question 8**

0 / 1 pts

Which term refers to a combination of physical stores and online presence?

- ☒ Click-and-mortar retailer
- ☐ Virtual retailer
- ☐ Pure-play retailer
- ☐ Brick-only retailer

Wrong answer**Question 9**

0 / 1 pts


Which B2C model offers heavily discounted products for a limited time?

- ☐ Event shopping
- ☐ Private shopping club
- ☐ Group buying
- ☒ Flash deals


Question 10

0 / 1 pts

Which of the following is a major problem in B2C EC?

 ☐ Increased customization

☐ Improved delivery

 ☒ Online fraud

☐ Lower search costs

Wrong answer**Question 11**


0 / 1 pts

Which marketplace serves one particular industry?

☐ Vertical marketplace

 ☒ Private marketplace

☐ Public exchange


 ☐ Horizontal marketplace

Correct answer**Question 12**

1 / 1 pts

Which of the following is NOT a B2C service mentioned in Module 3?

☐ Virtual trade shows

 ☒ Online dating

☐ Wedding planning

☐ Online pharmacies

Question 13

4 / 4 pts

Which of the following is a pure-play e-tailer?

- ☐ Target
- ☐ Costco
- ☒ Amazon
- ☐ Walmart

Wrong answer**Question 14**

0 / 1 pts

Which of the following is NOT a common online entertainment activity?

- ☒ Virtual farmer's market
- ☐ Internet gaming
- ☒ Social TV
- ☐ Casino gaming

Correct answer**Question 15**

1 / 1 pts

Which term refers to the purchase of goods and services by organizations?

- ☐ Auctioning
- ☐ Bartering
- ☒ Procurement
- ☐ Tendering

Question 16

0 / 1 pts

Which of the following is NOT an advantage of e-tailing?

- ☐ Lower supply chain costs
- ☐ Customization of products
- ☒ Increased physical store expenses
- ☐ Ability to reach global customers

Correct answer**Question 17**

1 / 1 pts

Which term refers to purchasing without supervisor approval?

- ☐ Group buying
- ☐ Bartering
- ☒ Maverick buying
- ☐ Desktop purchasing

Wrong answer**Question 18**

0 / 1 pts

Which B2B model involves one buyer and many sellers?

- ☐ Supply chain
- ☒ Buy-side
- ☐ Exchange
- ☐ Sell-side

Question 19

1 / 1 pts

Which term refers to virtual games for B2B training?

☒ Gamification

☐ Simulation

☐ Social gaming

☐ Virtual reality

Wrong answer**Question 20**

0 / 1 pts

Which term refers to exchanging goods without money?

☐ Procurement

☐ Auction

☒ Bartering

☐ Tendering

Wrong answer**Question 21**

0 / 1 pts

Which term refers to company-centric EC?

☐ Horizontal marketplace

☒ Private e-marketplace

☐ Public exchange

☐ Consortium

Question 22**1 / 1 pts**

Which B2C model enables members to shop at a discount for short periods?

- ☒ Flash deals
- ☐ Group gifting
- ☐ Location-based commerce
- ☐ Private shopping club

Wrong answer**Question 23****0 / 1 pts**

Which social network is commonly used for B2B networking?

- ☐ Facebook
- ☒ LinkedIn
- ☐ Instagram
- ☐ Twitter

Correct answer**Question 24****1 / 1 pts**


Which marketplace serves multiple industries?

- ☐ Horizontal marketplace
- ☐ Consortium
- ☐ Private marketplace
- ☒ Vertical marketplace

Question 25

0 / 1 pts

Which of the following is NOT an advantage of online travel services?

☒  Increased complexity for simple trips

☐ 24/7 availability

☐ Reduced processing fees

☐  Access to last-minute deals

Wrong answer**Question 26**

0 / 1 pts

Which term refers to a gateway hosting multiple online stores?

☐ Microsite

☐  Shopping portal

☒  Virtual mall

☐ Shopping robot

Wrong answer**Question 27**

0 / 1 pts

Which term refers to removing intermediaries in online transactions?

☐ Outsourcing

☒  Disintermediation

☐ Channel conflict

☐  Reintermediation

Question 28

0 / 1 pts

Which term refers to the strategy of managing relationships with partners?

☐ ERP☐ SCM☒ PRM☐ CRM**Wrong answer****Question 29**

0 / 1 pts

Which term refers to social shopping activities online?

☒ Social commerce☐ Mobile commerce☐ Collaborative commerce☐ Virtual commerce**Wrong answer****Question 30**

0 / 1 pts

Which term refers to an online version of a physical trade show?

☒ Virtual trade show☐ Virtual mall☐ Virtual fair☐ Virtual portal

Question 31

1 / 1 pts

Which of the following is an example of online decision aid?

- ☐ Paper brochures
- ☒ Shopping robots
- ☐ Store clerks
- ☐ Physical catalogs

Wrong answer**Question 32**

0 / 1 pts

Which term refers to adding new intermediaries in EC?

- ☐ Integration
- ☐ Disintermediation
- ☒ Reintermediation
- ☐ Channel conflict

Wrong answer**Question 33**

0 / 1 pts

What does B2B EC refer to?

- ☐ Transactions between consumers only
- ☒ Transactions between businesses conducted electronically
- ☐ Transactions between government and businesses
- ☐ Transactions between businesses and consumers

Question 34

0 / 1 pts

Which term refers to online grocery delivery services?

☐ E-banking

☐ E-retailer

☒ E-grocer

☒ E-service

Wrong answer**Question 35**

0 / 1 pts

Which term refers to an arrangement owned by a few large sellers or buyers?

☒ Consortium

☐ Private marketplace

☐ Exchange

☒ Public marketplace

Correct answer**Question 36**

1 / 1 pts

Which of the following is NOT a major function of B2B exchanges?

☒ Matching buyers and sellers

☐ Facilitating transactions

☐ Maintaining infrastructure

☐ Providing physical store locations

Question 37

0 / 1 pts

Which term refers to rapid price changes over time?

- ☐ Discount pricing
- ☐ Negotiated pricing
- ☒ Dynamic pricing
- ☐ Fixed pricing

Wrong answer**Question 38**

0 / 1 pts

Which procurement method aggregates participants' demands for discounts?

- ☐ Tendering
- ☐ Reverse auction
- ☐ Bartering
- ☒ Group purchasing

Wrong answer**Question 39**

0 / 1 pts

Which technology sends ads relevant to a customer's location using GPS?

- ☐ Virtual commerce
- ☐ Social commerce
- ☒ Location-based e-commerce
- ☐ Mobile commerce

Question 40

0 / 1 pts

Which of the following is NOT a characteristic of goods that sell well online?

☒ Requires physical inspection

☐ Frequently purchased items

☒ Brand name recognition

☐ Digitized format

Wrong answer**Question 41**

0 / 1 pts

Which of the following is NOT a benefit of e-procurement?

☒ Increased maverick buying

☐ Improved payment process

☐ Better partner relations

☒ Lower item prices

Wrong answer**Question 42**

0 / 1 pts

Which B2B model involves one seller and many buyers?

☒ Buy-side

☐ Collaborative commerce



☐ Exchange

☒ Sell-side

Question 43

0 / 1 pts


Which term refers to marketing and sales along the sell-side of the supply chain?

-  ☐ B2C marketing
- ☐ B2B marketing
-  ☒ Social marketing
- ☐ Affiliate marketing

Correct answer**Question 44**

1 / 1 pts


Which term refers to unplanned purchases at non-negotiated prices?

- ☐ Group buying
- ☐ Bartering
- ☐ Desktop purchasing
-  ☒ Maverick buying

Correct answer**Question 45**

1 / 1 pts

Which issue occurs when online sales harm existing channel partners?

- ☐ Disintermediation
-  ☒ Channel conflict
- ☐ Reintermediation
- ☐ Disintermediation

Question 46

0 / 1 pts

Which of the following is a limitation of e-procurement?

- ☐ Lower administrative costs
- ☐ Reduced skill requirements
- ☒ Hacker attacks
- ☐ Improved delivery

Wrong answer**Question 47**

0 / 1 pts

What is retailing conducted over the Internet called?

- ☐ E-commerce
- ☒ E-tailing
- ☐ E-business
- ☐ E-marketing

Correct answer**Question 48**

1 / 1 pts

Which of the following is a major factor influencing online retail competition?

- ☐ Store layout
- ☐ Salesperson pressure
- ☒ Delivery time
- ☐ Physical inspection

Wrong answer

Question 49

0 / 1 pts

Sellers who conduct retail business online are called:

- ☐ E-shoppers
- ☐ E-merchants
- ☒ E-tailers
- ☐ E-retailers

Wrong answer

Question 50

0 / 1 pts

Which portal facilitates collaboration with suppliers and customers?

- ☐ Mobile portal
- ☐ Employee portal
- ☒ Customer portal
- ☐ Corporate portal