

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

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

Deconsolidation

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