Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC)Re-accredited at the 'A' Grade Level by the **NAAC** and ISO 9001:2008 Certified CRISL rated 'A' (TN) for MBA and MIB Programmes

I BCOM[ECOM][2017-20]
SEMESTER I
CORE : E-BUSINESS-104A
Multiple Choice Questions.

1. The dimension of e-commerce that enables commerce across national boundaries is called _____.
   A. interactivity.
   B. global reach.
   C. richness.
   D. ubiquity.
   ANSWER: B

2. E-commerce technologies have improved upon traditional commerce technologies in_____.
   A. richness.
   B. reach.
   C. both richness and reach.
   D. neither richness nor reach.
   ANSWER: C

3. Which one of the following is not one of the major types of e-commerce?
   A. C2B.
   B. B2C.
   C. B2B.
   D. C2C.
   ANSWER: A

4. Compared to B2C e-commerce, B2B e-commerce is _____.
   A. of equal size.
   B. slightly smaller.
   C. slightly larger.
   D. much larger.
   ANSWER: D

5. Which of the following is not considered to be one of the three phases of e-commerce?
   A. Innovation.
   B. Consolidation.
   C. Preservation.
   D. Reinvention.
   ANSWER: C

6. The idealistic market envisioned at the outset of the development of e-commerce is called a _____.
   A. Bailey market.
   B. Baxter market.
   C. Bergman market.
   D. Bertrand market.
   ANSWER: D

7. The primary source of financing during the early years of e-commerce was _____.
   A. bank loans.
   B. large retail firms.
   C. venture capital funds.
   D. initial public offerings.
   ANSWER: C

8. The type of firms that benefited the most during the consolidation period of e-commerce were _____.
   A. large, traditional firms.
   B. first movers.
   C. pure online companies.
   D. ISPs
   ANSWER: A

9. All of the following are technologies used to gather information about you online except _____.
   A. spy ware.
   B. cookies.
   C. Gmail.
   D. anonymizers.
   ANSWER: D

10. A _____ is the set of planned activities designed to result in a profit in a marketplace.
    A. business model.
    B. profit model.
    C. business plan.
    D. revenue model.
    ANSWER: A

11. Which of the following is not a key element of a business model?
    A. value proposition.
    B. competitive advantage.
    C. market strategy.
    D. universal standards.
    ANSWER: D

12. The source of revenue in a subscription revenue model is _____.
    A. Fees from advertisers in exchange for advertisements.
    B. Fees for business referrals.
    C. Fees from subscribers in exchange for access to content or services.
    D. Fees for enabling or execution a transaction.

ANSWER: C

13. Which of the following is an example of a portal?
   A. Amazon.
   B. eBay.
   C. Yahoo.
   D. Face book.
   ANSWER: C

14. All of the following are major B2C business models except _____.
   A. content provider.
   B. industry consortium.
   C. transaction broker.
   D. service provider.
   ANSWER: B

15. The _____ business model involves an independently owned vertical digital marketplace for direct inputs.
   A. e-distributor.
   B. exchange.
   C. e-procurement.
   D. private industrial network.
   ANSWER: B

16. Compared to Internet users, the number of cell phone subscribers is _____.
   A. about the same.
   B. slightly fewer.
   C. much fewer.
   D. much larger.
   ANSWER: D

17. Industry structure is defined as _____.
   A. the nature of the players in an industry and their relative bargaining power.
   B. a set of plans for achieving long term returns on the capital invested in a business firm.
   C. set of planned activities designed to result in a profit in a marketplace.
   D. how a company's product or service fulfills the needs of customers.
   ANSWER: A

18. The area of actual or potential commercial value in which a company intends to operate is a _____.
   A. market space.
   B. marketplace.
   C. perfect market.
   D. Bertrand market.
   ANSWER: A

19. A perfect market is one in which _____.
   A. One firm develops an advantage based on a factor of production that other firms cannot purchase.
   B. One participant in the market has more resources than the others.

C. there are no competitive advantages or asymmetries because all firms have equal access to all the factors to production.

D. competition is at a minimum, as each niche market within an industry is served by the company with the greatest competitive advantage.

ANSWER: C

20. Which of the following is not a horizontal portal?
    A. AOL.
    B. Yahoo.
    C. Sailnet.
    D. MSN/Windows Live.
    ANSWER: C

21. A situation where there are no differences among products or services, and the only basis of choosing products is price is known as _____.
    A. a value web.
    B. value chain.
    C. profit.
    D. commoditization.
    ANSWER: D

22. A strategy designed to compete in all markets around the globe is called a _____ strategy.
    A. scope.
    B. differentiation.
    C. cost.
    D. focus.
    ANSWER: A

23. Which of the following is not one of the stages of the development of the Internet?
    A. Innovation.
    B. Institutionalization.
    C. Globalization.
    D. Commercialization.
    ANSWER: C

24. In 1961, _____ published a paper on "packet switching" networks.
    A. Leonard Kleinrock.
    B. Ray Tomlinson.
    C. Bob Metcalfe.
    D. Vint Cerf.
    ANSWER: A

25. The component of TCP/IP that provides the Internet's addressing scheme and is responsible for the actual delivery of packets is _____.
    A. TCP.
    B. IP.
    C. the Network Layer.
    D. the Application Layer

ANSWER: B

26. Which protocol permits users to transfer files from the server to their client computer, and vice versa?
   A. HTTP.
   B. SMTP.
   C. IMAP.
   D. FTP.
   ANSWER: D

27. _____ is a program that you can run from the DOS prompt in the Windows operating system in order to check the connection between your client and the server.
   A. Ping
   B. Telnet
   C. Tracert
   D. SSL
   ANSWER: A

28. Broadband is generally considered to be any communication technology allowing streaming audio and video at or above _____.
   A. 100 Kbps.
   B. 56.6 Kbps.
   C. 30 Kbps.
   D. 10 Kbps
   ANSWER: A

29. Which of the following connections allows the fastest download speeds?
   A. DSL.
   B. cable modem.
   C. T1.
   D. T3.
   ANSWER: D

30. Which of the following is not a limitation of the current Internet?
   A. insufficient capacity throughout the backbone.
   B. network architecture limitations.
   C. insufficient reach.
   D. best-efforts QOS.
   ANSWER: C

31. All of the following are goals of Internet2 except _____.
   A. Creating a leading-edge very high-speed network capability for the national research community.
   B. Eliminating censorship from the Internet.
   C. Enabling revolutionary Internet applications.
   D. Ensuring the rapid transfer of new network services and applications to the broader Internet community.
   ANSWER: B

32. Which of the following is a new and disruptive Web feature or service?

A. XML.
B. diffserv.
C. blogs.
D. CDMA.
ANSWER: C

33. All of the following are examples of 2G wireless phone technologies except _____.
A. CDMA.
B. W-CDMA.
C. TDMA.
D. GSM.
ANSWER: B

34. All of the following are wireless Internet access network technologies except _____.
A. Wi-Fi.
B. Bluetooth.
C. Zigbee.
D. GigaPoP.
ANSWER: D

35. Internet users account for about _____ of the world's population.
A. 7%
B. 17%
C. 27%
D. 47%
ANSWER: B

36. Which of the following was the first commercial Web browser?
A. Mosaic.
B. Mozilla.
C. Netscape Navigator.
D. Internet Explorer
ANSWER: C

37. All of the following are steps in the systems development life cycle except _____.
A. Systems Design.
B. Testing.
C. Implementation.
D. Debugging.
ANSWER: D

38. A _____ describes the flow of information at your e-commerce site and the infrastructure that will be used in the system.
A. system design.
B. logical design.
C. tactical design
D. physical design.
ANSWER: B

39. All of the following are factors in optimizing Web site performance except _____.
    A. page retrieval.
    B. page generation.
    C. page delivery.
    D. page content.
   ANSWER: A

40. The largest component of a Web site budget is_____.
    A. system maintenance.
    B. system development.
    C. content design and development.
    D. telecommunications.
   ANSWER: A

41. The dominant Web server software is _____.
    A. Zeus.
    B. Apache.
    C. Microsoft IIS.
    D. Google.
   ANSWER: B

42. What Web server functionality allows it verify usernames and passwords and process certificates and encryption information?
    A. Processing of HTTP requests.
    B. File Transfer Protocol.
    C. Data capture.
    D. Security services.
   ANSWER: D

43. The underlying computing equipment that the system uses to achieve its e-commerce functionality is called a _____.
    A. hardware platform.
    B. content platform.
    C. transaction platform.
    D. scalability platform.
   ANSWER: A

44. Redundant navigation refers to _____.
    A. pages that work, load quickly, and point the customer toward your product offerings.
    B. simple, fool-proof navigation.
    C. a site working with the most popular browsers.
    D. alternative navigation to the same content.
   ANSWER: D

45. The set of standards for communication between a browser and a program running on a server that allows for interaction between the user and the server is known as _____.
    A. Active Server Pages (ASP).

B. Java Server Pages (JSP).

C. Common Gateway Interface (CGI).

D. VBScript.

ANSWER: C

46. E-commerce merchant server software includes all of the following except_____.

A. online e-mail.

B. online catalog.

C. online shopping cart.

D. online credit card processing.

ANSWER: A

47. Which of the following is not a widely used midrange or high-end e-commerce suite?

A. Microsoft Commerce Server.

B. WebTrends Marketing Lab2.

C. IBM WebSphere Commerce.

D. Broadvision Commerce.

ANSWER: A

48. The ability to change the product to better fit the needs of the customer is called _____.

A. customization.

B. personalization.

C. privacy.

D. accessibility.

ANSWER: A

49. All of the following are tools for optimizing a Web site's location in search engine listings except

_____.

A. keywords and page titles.

B. identifying market niches.

C. buying ads.

D. benchmarking.

ANSWER: D

50. The most common type of Internet crime according to the IC3 is _____.

A. Credit card fraud.

B. Check fraud.

C. Non-delivery.

D. Auction fraud.

ANSWER: D

51. In the e-commerce security environment, which of the following constitutes the inner-most layer?

A. people.

B. data.

C. technology solutions.

D. organizational policies and procedures.

ANSWER: B

52. All of the following are major categories of computer viruses except _____.
   A. Macro viruses.
   B. File-infecting viruses.
   C. Script viruses.
   D. Trojan viruses.
   ANSWER: D

53. A worm is designed to spread _____.
   A. from computer to computer.
   B. from file to file on a computer.
   C. from Web site to Web site.
   D. from Web site to computer
   ANSWER: A

54. Malicious hackers who act with the intention of causing harm are _____.
   A. White hats.
   B. Black hats.
   C. Grey hats.
   D. Brown hats.
   ANSWER: B

55. When hackers flood a Web site with useless traffic to overwhelm the network, it is called _____.
   A. phishing.
   B. pharming.
   C. a Denial of Service (DoS) attack.
   D. spoofing.
   ANSWER: C

56. Which of the following is not a dimension of e-commerce security provided by encryption?
   A. availability.
   B. message integrity.
   C. nonrepudiation.
   D. confidentiality.
   ANSWER: A

57. The most widely used encryption standard is _____.
   A. Advanced Encryption Standard (AES).
   B. Data Encryption Standard (DES).
   C. Universal Encryption Standard (UES).
   D. Optimal Encryption Standard (OES).
   ANSWER: A

58. The most common form of securing channels is through _____.
   A. S-HTTP.
   B. VPNs.
   C. SSL.
   D. PPTP.
   ANSWER: C

59. Firewalls perform all of the following functions except _____.
    A. Forbids communications from untrustworthy sources.
    B. Allows communications from trustworthy sources.
    C. Eliminates viruses and other malicious attacks.
    D. Filters traffic based on packet attributes.
   ANSWER: C

60. A security plan begins with a(n) is _____.
    A. security policy.
    B. risk assessment.
    C. implementation plan.
    D. security organization.
   ANSWER: B

61. The only payment system that is instantly convertible without intermediation is _____.
    A. Credit card.
    B. Accumulating balance.
    C. Stored value.
    D. Cash.
   ANSWER: D

62. The most prevalent online payment method is _____.
    A. PayPal.
    B. checks.
    C. credit cards.
    D. debit.
   ANSWER: C

63. What is the name of the division of the U.S. Department of Homeland Security that coordinates cyber incident warnings and responses across government and private sectors?
    A. US-CERT.
    B. OECD.
    C. IC3.
    D. P3P.
   ANSWER: A

64. After sending e-mail, which of the following activities is most common among Internet users?
    A. sending instant messages.
    B. reading someone else's blog.
    C. using a search engine to find information.
    D. getting news.
   ANSWER: C

65. _____ influence the behavior of others through their personality, skills, or other factors.
    A. Opinion leaders.
    B. Direct reference groups.
    C. Indirect reference groups.

D. Lifestyle groups.
   ANSWER: A

66. All of the following are reasons more people don't shop online except _____.
   A. lack of trust in online merchants.
   B. lack of convenience.
   C. inability to touch and feel the product.
   D. fear of misuse of personal information.
   ANSWER: B

67. A good or service for which there are many dealers supplying the same product, and all products in the segment are essentially identical is known as _____.
   A. commodity.
   B. core product.
   C. actual product.
   D. augmented product.
   ANSWER: A

68. Complete price transparency in a perfect information marketplace is necessary for _____ to take effect.
   A. Bertrand's Law.
   B. the Law of Universal Prices.
   C. the Law of One Price.
   D. the Law of Perfect Commerce.
   ANSWER: C

69. A(n) _____ represents data as two-dimensional tables with records organized in rows and attributes in columns.
   A. database management system.
   B. data warehouse.
   C. SQL query.
   D. relational database.
   ANSWER: D

70. All of the following are types of data mining except _____.
   A. selective data mining.
   B. query-driven data mining.
   C. model-driven data mining.
   D. rule-based data mining.
   ANSWER: A

71. Which of the following market entry strategies are the most common for existing firms?
   A. first mover
   B. fast follower.
   C. brand extender.
   D. alliances.
   ANSWER: C

72. The process of getting customers to pass along a company's marketing message to friends, family, and colleagues is known as _____.

    A. affiliate marketing.

    B. viral marketing.

    C. permission marketing.

    D. blog marketing.

  ANSWER: B

73. The per-product price consumers are willing to pay for a bundle _____ as the number of goods in the bundle increases.

    A. decreases.

    B. increases.

    C. varies from product to product.

    D. stays the same.

  ANSWER: B

74. Creating multiple versions of information goods and selling essentially the same product to different market segments at different prices is called_____.

    A. versioning.

    B. bundling.

    C. transactive content.

    D. price discrimination.

  ANSWER: A

75. All of the following are examples of intelligent agent technology except _____.

    A. automated response systems.

    B. automatic shipping confirmation.

    C. order status reports.

    D. online web bugs.

  ANSWER: D

76. E-business can be defined as_____.

    A. the uninhibited flow of information and goods on the Web.

    B. the use of the Internet and the Web to transact business.

    C. digitally enabled transactions and processes within an organization.

    D. commercial transactions involving electronic goods.

  ANSWER: C

77. The set of applications and technologies that allow users to create, edit, and distribute content online is known as_____.

    A. Internet.

    B. social networking.

    C. virtual life.

    D. Web 2.0.

  ANSWER: D

78. Which of the following represents a limiting factor for the growth of e-commerce?

    A. Persistent cultural attraction of physical markets and traditional shopping experiences.

B. Inadequate selection of goods compared to physical marketplaces.

C. E-commerce lacks the convenience of other methods of transacting business.

D. The potential audience for e-commerce is too low to support it as a widespread method of commerce.

ANSWER: A

79. The fastest growing form of online advertising is _____.

A. banner ads.

B. pop-up ads

C. rich media/video ads.

D. pop-under ads.

ANSWER: C

80. All of the following are among the most common categories of spam except _____.

A. fraud.

B. commercial products.

C. finance.

D. health (drugs).

ANSWER: A

81. All of the following are types of social marketing except _____.

A. affiliate marketing.

B. blog advertising

C. social network advertising.

D. game advertising.

ANSWER: A

82. Which of the following measures the percentage of people exposed to an online advertisement who actually click on the banner?

A. impression rate.

B. view-through rate.

C. click-through rate.

D. stickiness ratio.

ANSWER: C

83. Which of the following is a measure of the percentage of purchasers who return to a Web site within a year?

A. loyalty.

B. reach.

C. recency

D. unique visitors.

ANSWER: A

84. All of the following are metrics for e-mail campaigns except _____.

A. open rate.

B. delivery rate.

C. bounce-back rate.

D. cart conversion rate.

ANSWER: D

85. As consumers become more accustomed to new online advertising formats, click-through rates tend to
_____.
    A. remain constant.
    B. decrease.
    C. increase.
    D. rapidly increase.
   ANSWER: B

86. The ethical principle which states that if an action is not right for all situations, then it is not right for
any situation is known as _____.
    A. The Golden Rule.
    B. Slippery Slope.
    C. No Free Lunch.
    D. Universalism.
   ANSWER: D

87. Which of the following statements about privacy is true?
    A. It is a moral right to be left alone.
    B. Only corporations and government need to be concerned about it.
    C. It has only just recently become a concern.
    D. It is most easily obtained on the Internet.
   ANSWER: A

88. The ability of consumers to review and contest the accuracy and completeness of data collected about
them involves which of the following FTC fair information practice principles?
    A. Security.
    B. Enforcement.
    C. Choice/Consent.
    D. Access/Participation.
   ANSWER: D

89. The _____ is the first major effort to adjust the copyright laws to the Internet age.
    A. Platform for Privacy Preferences (P3P).
    B. Center for Democracy and Technology.
    C. Digital Millennium Copyright Act (DMCA).
    D. E-Government Act of 2002.
   ANSWER: C

90. A patent grants the owner an exclusive monopoly on the ideas behind the invention for _____ years.
    A. 10
    B. 20
    C. 30
    D. 40
   ANSWER: B

91. The number of business methods patents granted is _____ compared to the number of patents
applied for.

A. substantially smaller.

B. slightly smaller.

C. close to equal.

D. equal.

ANSWER: A

92. The redirection of traffic from a legitimate site to an infringing site is called _____.

A. cybersquatting.

B. cyberpiracy.

C. metatagging.

D. keywording.

ANSWER: B

93. During which period of Internet governance was Network Solutions given a monopoly to assign and track high-level domains?

A. Government Control Period.

B. Privatization.

C. Self-Regulation.

D. Governmental Regulation.

ANSWER: B

94. The taxation system for e-commerce sales is best described as _____.

A. complex.

B. streamlined.

C. universal.

D. standardized.

ANSWER: A

95. All of the following are acts Congress has passed or attempted to pass to protect children online except _____.

A. Video Privacy Protection Act.

B. Children's Online Protection Act.

C. Communications Decency Act.

D. Children's Internet Protection Act.

ANSWER: A

96. Which of the following is a privacy advocacy group that is a foundation- and business-supported group with a legislative focus?

A. Cdt org.

B. Privacy International org.

C. Epic org.

D. Privacy org

ANSWER: A

97. What is the first step in a P3P-enabled transaction?

A. send Web page.

B. http GET request Web page.

C. Send P3P policy files.

D. http GET request P3P policy files.

ANSWER: B

98. All of the following are types of intellectual property protection except_____.

A. patents.

B. trademarks.

C. governance.

D. copyrights.

ANSWER: C

99. All of the following are challenges to online retail except _____.

A. Consumer concerns about the security of transactions.

B. Consumer concerns about the privacy of personal information given to Web sites.

C. Delays in delivery of goods when compared to store shopping.

D. Inability to change prices nearly instantly.

ANSWER: D

100. Which of the following is an industry strategic factor that relates to whether new entrants face a disadvantage when attempting to enter an industry?

A. barriers to entry

B. power of suppliers.

C. power of consumers.

D. industry value chain.

ANSWER: A

101. Companies that have a network of physical stores as their primary retail channel, but also have introduced online offerings are called _____.

A. Virtual merchants.

B. Bricks and clicks.

C. Catalog merchants.

D. Manufacturer-direct.

ANSWER: B

102. Products are made to prior to orders received based on estimated demand under a _____.

A. supply-push model.

B. demand-push model.

C. supply-pull model.

D. demand-pull model.

ANSWER: A

103. The major impact of Internet real estate sites is in _____.

A. completing property transactions online.

B. influencing offline decisions

C. reducing commissions.

D. e-mail marketing to consumers.

ANSWER: B

104. Which of the following is the largest online travel service?

A. Travelocity.

B. Orbitz.

C. Priceline.

D. Expedia.

ANSWER: D

105. Which of the following is not one of the top three online career service providers?

A. CareerBuilder.

B. Monster.

C. HotJobs.

D. USAJobs.

ANSWER: D

106. The largest segment in the recruitment business is_____.

A. General job recruitment.

B. Executive search.

C. Specialized job placement services.

D. Managerial recruitment

ANSWER: A

107. The majority of job seekers rely on which of the following?

A. Word-of-mouth leads.

B. Employment agencies.

C. Internet and newspapers equally.

D. Internet only.

ANSWER: C

108. The most popular type of media in terms of total hours of consumption per year is _____.

A. television.

B. radio.

C. Internet.

D. newspaper.

ANSWER: A

109. Which of the following describes paid content's relation to free user-generated content?

A. Free content jeopardizes paid content

B. Paid content jeopardizes free content

C. Free content and paid content can both work in tandem cooperatively.

D. Paid content is viable now but will not be in the future.

ANSWER: C

110. The top U.S online video site is _____.

A. MySpace.

B. YouTube.

C. AOL.

D. Google Video.

ANSWER: B

111. Which of the following is not a type of media convergence?
    A. technological convergence.
    B. content convergence.
    C. industry convergence
    D. community convergence.
    ANSWER: D

112. The online content revenue model in which free content drives offline revenues is called the _____.
    A. marketing model.
    B. advertising model.
    C. pay-per-view model.
    D. subscription model.
    ANSWER: A

113. The combination of technical and legal means for protecting digital content from unlimited reproduction without permission is known as _____.
    A. Digital rights management.
    B. Digital protection schemes.
    C. Digital distribution regulation.
    D. Digital rights protection.
    ANSWER: A

114. What is the most commonly offered interactive feature of newspaper Web sites?
    A. video.
    B. comments on blogs.
    C. RSS feeds.
    D. podcasts.
    ANSWER: C

115. Which of the following is an advantage of e-books?
    A. reduced transaction costs for the user.
    B. requirement of expensive devices to use.
    C. portability compared to print books.
    D. copyright management.
    ANSWER: A

116. After television, the next largest major player in the commercial entertainment industry is _____.
    A. video games.
    B. music.
    C. radio.
    D. film.
    ANSWER: D

117. Which of the following is not an entertainment industry value chain model?
    A. content owner direct model.
    B. user distribution model.
    C. aggregator model.
    D. Internet innovator model.

ANSWER: B

118. Technologies that help enhance resolution of e-book reader display screens are known as _____.
   A. high-res pixel formatting.
   B. screen resolution technologies.
   C. sub-screen smoothing technologies.
   D. sub-pixel display technologies.
   ANSWER: D

119. All of the following are characteristics of a social network except _____.
   A. involves a group of people.
   B. features shared social interaction.
   C. always feature shared goals and purposes.
   D. common ties among members.
   ANSWER: C

120. Social networking sites primarily earn their revenue through _____.
   A. advertising.
   B. subscriptions.
   C. donations.
   D. service fees.
   ANSWER: A

121. The type of social network described as a community built around a common interest such as games, sports, music, and so on is called _____.
   A. general community.
   B. practice network.
   C. affinity community.
   D. interest-based social network.
   ANSWER: D

122. Auction sites like eBay tend to use _____ pricing.
   A. dynamic.
   B. fixed.
   C. trigger.
   D. utilization.
   ANSWER: A

123. Which of the following is not considered to be a drawback of Internet auctions?
   A. market inefficiency.
   B. trust risks.
   C. fulfillment costs.
   D. delayed consumption costs.
   ANSWER: A

124. The marketplace for auction sites is best described as _____.
   A. many sites attaining similar levels of profitability.
   B. easy to enter due to minimal barriers.

C. populated mostly with small, thriving specialty sites.

D. dominated by a handful of sites with established networks.

ANSWER: D

125. A dynamically priced market that features few buyers and many sellers is a market that exhibits

_____.

A. market neutrality.

B. buyer bias.

C. seller bias.

D. owner bias.

ANSWER: B

126. The most popular type of auction on eBay is the _____.

A. Dutch Internet auction.

B. Name Your Own Price auction.

C. English auction.

D. Professional service auction.

ANSWER: C

127. Which of the following is not a primary function of a portal?

A. navigation of the Web.

B. social networking.

C. commerce.

D. content.

ANSWER: B

128. Which portal business model best describes Yahoo?

A. general purpose portal.

B. affinity group based vertical market.

C. focused content based vertical market.

D. none of the above.

ANSWER: A

129. Which of the following portal revenue models involves charging for premium content?

A. ISP services.

B. General advertising.

C. Subscription fees.

D. Tenancy deals.

ANSWER: C

130. Which of the following best describes predicted growth in C2C and B2C auction spending?

A. B2C spending will overtake C2C spending.

B. Both types of spending will increase.

C. C2C spending will decrease while B2C increases.

D. Both types of spending will decline at similar rates.

ANSWER: B

131. An auction that has multiple winners that all pay the same price is an example of_____.

A. uniform pricing.

B. discriminatory pricing.

C. bid rigging.

D. price matching.

 ANSWER: A

132. The communication standard for sharing business documents and settlement information that emerged in the 1970s is called_____.

 A. ECD.

 B. EDI.

 C. IDE.

 D. BCB.

 ANSWER: B

133. All of the following are potential benefits of B2B e-commerce except_____.

 A. reduced amount of 'first-mover' advantages.

 B. decreased product cycle time.

 C. increased opportunities for collaborating with suppliers and distributors.

 D. increased production flexibility.

 ANSWER: A

134. Goods directly involved in the production process are known as _____.

 A. MRO goods.

 B. procured goods.

 C. indirect goods.

 D. direct goods.

 ANSWER: D

135. A materials requirements planning (MRP) system is an example of _____.

 A. spot purchasing.

 B. a multi-tier supply chain.

 C. a legacy computer system.

 D. electronic data interchange.

 ANSWER: C

136. The foundation for contemporary supply chain management systems includes all of the following except _____.

 A. supply chain simplification.

 B. continuous inventory replenishment.

 C. ERP systems.

 D. B2B electronic storefronts.

 ANSWER: D

137. The two main types of Internet-based B2B commerce are_____.

 A. Net marketplaces and private industrial networks.

 B. EDI and collaborative commerce.

 C. Net marketplaces and collaborative commerce.

 D. EDI and private industrial networks.

ANSWER: D

138. The type of Net marketplace characterized by indirect inputs and spot purchasing is called an
_____.
   A. industry consortium.
   B. independent exchange.
   C. e-distributor.
   D. e-procurement marketplace.
   ANSWER: C

139. The most common and easily understood type of Net marketplace is _____.
   A. e-procurement marketplace.
   B. e-distributors.
   C. industry consortia.
   D. independent exchanges.
   ANSWER: B

140. All of the following are objectives of private industrial networks except _____.
   A. developing efficient purchasing and selling business processes industry-wide.
   B. operating on a local scale.
   C. creating increased supply chain visibility.
   D. reducing industry risk.
   ANSWER: B

141. _____ are networks that connect people within a company to each other and to the company
network.
   A. Bitstreams.
   B. Extranets.
   C. Internets.
   D. Intranets.
   ANSWER: D

142. _____ is the encompassing term that involves the use of electronic platforms - intranets,
extranets and the Internet - to conduct a company's business.
   A. E-marketing.
   B. E-business
   C. E-procurement.
   D. E-commerce.
   ANSWER: B

143. Which of the following is not one of the benefits of e-commerce to sellers?
   A. E-commerce offers greater flexibility in meeting customer needs.
   B. E-commerce is a powerful tool for customer relationship building.
   C. E-commerce can help to reduce costs.
   D. E-commerce increases the net cost per contact.
   ANSWER: D

144. The E-commerce domain that involves business activity initiated by the consumer and targeted to

businesses is known as _____.

   A. Business to Business (B2B).

   B. Consumer to Consumer (C2C).

   C. Consumer to Business (C2B).

   D. Business to Consumer (B2C).

  ANSWER: C

145. A _____ is a B2B trading network that links a particular seller with its own trading partners.

   A. bitstream.

   B. virtual network.

   C. web community.

   D. private trading network.

  ANSWER: D

146. The type of website that is designed to build customer goodwill and to supplement other sales channels rather then sell the company's products directly is known as a _____ website.

   A. marketing.

   B. click-and-mortar.

   C. customer service.

   D. corporate.

  ANSWER: D

147. When preparing a website, designers should ensure that the site enables user-to-user communication. This design feature is known as _____.

   A. context.

   B. community.

   C. commerce.

   D. connection.

  ANSWER: B

148. _____ marketing is the Internet version of word-of-mouth marketing.

   A. Visceral.

   B. Virile.

   C. Viral.

   D. Virtual.

  ANSWER: C

149. Why would a merchant want to customize products?

   A. To charge a higher price.

   B. To decrease costs.

   C. It is required in EC.

   D. Customers will only accept customized products.

  ANSWER: A

150. A website offering content created by third party transparently to customers is an example of _____.

   A. Reintermediation.

   B. Syndication.

   C. Virtual Manufacturing.

D. Build-to-order.
ANSWER: B

Staff Name
Narayanan V L .