

Student: _____

1. What does Digital Darwinism imply?
 - A. Organizations which can adapt to the new demands placed on them for surviving in the information age are doomed to extinction
 - B. Organizations which cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction**
 - C. Organizations which can adapt to new information systems are doomed to extinction
 - D. Organizations which cannot adapt to new information systems are doomed to exile
2. Which of the following is an example of a disruptive technology?
 - A. Oracle's database software
 - B. Sony's transistor-based consumer electronics (transistor radio)
 - C. Intel's low-end microprocessor
 - D. All of the above**
3. Which of the following is an example of a sustaining technology?
 - A. Porsche's faster car**
 - B. Intel's low-end microprocessor
 - C. Sony's transistor-based consumer electronics (transistor radio)
 - D. All of the above
4. Which company is expecting to gain the majority of its returns on existing investments?
 - A. Dell Computer
 - B. Johnson & Johnson
 - C. Procter & Gamble
 - D. Phillips Petroleum**
5. Which company is expecting to gain the majority of its returns on new investments?
 - A. General Motors
 - B. Sears Roebuck
 - C. Dell Computer**
 - D. Phillips Petroleum
6. What is a global public network of computer networks that pass information from one to another using common computer protocols?
 - A. Protocol
 - B. Internet**
 - C. World Wide Web
 - D. Hypertext transport protocol
7. What is a global hypertext system that uses the Internet as its transport mechanism?
 - A. Protocol
 - B. Internet
 - C. World Wide Web**
 - D. Hypertext transport protocol
8. What are the standards that specify the format of data as well as the rules to be followed during transmission?
 - A. Protocol**
 - B. Internet
 - C. World Wide Web
 - D. Hypertext transport protocol

9. What is the Internet standard that supports the exchange of information on the WWW?
- A. Protocol
 - B. Internet
 - C. World Wide Web
 - D. Hypertext transport protocol**
10. Which of the following is a reason for the growth of the World Wide Web?
- A. The microcomputer revolution
 - B. Advancements in networking hardware
 - C. Web pages being easy to create and flexible
 - D. All of the above**
11. What is information richness?
- A. A global public network of computer networks that pass information from one to another using common computer protocols
 - B. Refers to the depth and breadth of information transferred between customers and businesses**
 - C. Refers to the number of people a business can communicate with, on a global basis
 - D. Occurs when those with access to technology have great advantages over those without access to technology
12. What is information reach?
- A. A global public network of computer networks that pass information from one to another using common computer protocols
 - B. Refers to the depth and breadth of information transferred between customers and businesses
 - C. Refers to the number of people a business can communicate with, on a global basis**
 - D. Occurs when those with access to technology have great advantages over those without access to technology
13. What is the digital divide?
- A. A global public network of computer networks that pass information from one to another using common computer protocols
 - B. Refers to the depth and breadth of information transferred between customers and businesses
 - C. Refers to the number of people a business can communicate with, on a global basis
 - D. Occurs when those with access to technology have great advantages over those without access to technology**
14. Which of the following is not one of the Internet's impacts on information?
- A. Easy to compile
 - B. Improved content
 - C. Digital divide**
 - D. Increased richness
15. What is the reason why Polaroid went bankrupt?
- A. It failed to have innovative technology and a captive customer base
 - B. One-hour film processing and digital cameras stole its market share**
 - C. People who want instant access to their pictures also want a third party involved
 - D. All of the above
16. The following technology is a new way of doing things that initially does not meet the needs of existing customers.
- A. Disruptive technology**
 - B. Sustaining technology
 - C. Entertaining technology
 - D. All of the above

17. What was the initial name of the Internet?
 - A. HTTP
 - B. ARPANET**
 - C. IETF
 - D. IAB

18. Which of the following entities is solely responsible for overseeing the Internet and setting standards?
 - A. Internet Engineering Task Force (IETF)
 - B. Internet Architecture Board (IAB)
 - C. Internet Engineering Steering Group (IESG)
 - D. All of the above**

19. Which two events occurred that forever changed the Web and the amount and quality of available information?
 - A. Marc Andreessen's first Web site and Tim Berners-Lee's NCSA Mosaic computer program
 - B. Tim Berners-Lee's first Web site and the invention of the microprocessor
 - C. Tim Berners-Lee's first Web site and Marc Andreessen's NCSA Mosaic computer program**
 - D. Marc Andreessen's NCSA Mosaic computer program and the invention of the microprocessor

20. What type of system is available to the public on Hamilton, Ontario's Web site?
 - A. Information Delivery System (IDS)
 - B. Grocery Delivery System (GDS)
 - C. Floral Delivery System (FDS)
 - D. Geographic Information System (GIS)**

21. What is a business that operates on the Internet only without a physical store?
 - A. Pure play**
 - B. Intermediaries
 - C. Content provider
 - D. Reintermediation

22. What are agents, software, or businesses that bring buyers and sellers together that provide a trading infrastructure to enhance e-business?
 - A. Pure plays
 - B. Intermediaries**
 - C. Content providers
 - D. Reintermediation

23. What are companies that use the Internet to distribute copyrighted content, including news, music, games, books, movies, and many other types of information?
 - A. Pure plays
 - B. Intermediaries
 - C. Content providers**
 - D. Reintermediation

24. What refers to using the Internet to reassemble buyers, sellers, and other partners in a traditional supply chain in new ways to add value?
 - A. Pure plays
 - B. Intermediaries
 - C. Content providers
 - D. Reintermediation**

25. What acts as an intermediary between buyers and sellers of goods and services?
 - A. Content providers
 - B. Online brokers**
 - C. Market makers
 - D. None of the above

26. What are intermediaries that aggregate three services for market participants (1) a place to trade, (2) rules to govern trading, and (3) an infrastructure to support trading?
- A. Content providers
 - B. Online brokers
 - C. Market makers**
 - D. None of the above
27. Which of the following is not one of the three services provided by market makers for market participants?
- A. A place to trade
 - B. Rules to govern trading
 - C. Rules to govern business**
 - D. An infrastructure to support trading
28. What is e-procurement?
- A. The B2B purchase and sale of supplies and services over the Internet**
 - B. Involves buying through prenegotiated contracts with qualified suppliers
 - C. Buying commodity-like products which is transaction-oriented, and rarely involves a long-term or . ongoing relationship between buyers and sellers
 - D. None of the above
29. What is a kiosk?
- A. The B2B purchase and sale of supplies and services over the Internet
 - B. Involves buying through prenegotiated contracts with qualified suppliers
 - C. Buying commodity-like products which is transaction-oriented, and rarely involves a long-term or . ongoing relationship between buyers and sellers
 - D. A publicly accessible computer system that has been set up to allow interactive information browsing**
30. What is an ISP?
- A. The B2B purchase and sale of supplies and services over the Internet
 - B. Involves buying through prenegotiated contracts with qualified suppliers
 - C. Buying commodity-like products which is transaction-oriented, and rarely involves a long-term or . ongoing relationship between buyers and sellers
 - D. A company that provides individuals and other companies access to the Internet along with additional . related services, such as Web site building**
31. Which of the following offers an extensive array of unique services such as its own version of a Web browser?
- A. Internet service provider (ISP)
 - B. Online service provider (OSP)**
 - C. Application service provider (ASP)
 - D. Wireless Internet service provider (WISP)
32. What allows subscribers to connect to a server at designated hotspots or access points using a wireless connection?
- A. Internet service provider (ISP)
 - B. Online service provider (OSP)
 - C. Application service provider (ASP)
 - D. Wireless Internet service provider (WISP)**
33. What is a company that offers an organization access over the Internet to systems and related services that would otherwise have to be located in personal or organizational computers?
- A. Internet service provider (ISP)
 - B. Online service provider (OSP)
 - C. Application service provider (ASP)**
 - D. Wireless Internet service provider (WISP)

34. What defines the specific responsibilities of the service provider and sets the customer expectations?
- A. Service level agreement
 - B. Spamdexing
 - C. Real simple syndication
 - D. E-procurement**
35. What is a pop-up ad?
- A** A small Web page containing an advertisement that appears on the Web page outside of the current . Web site loaded in the Web browser
 - B. A form of ad that users do not see until they close the current Web browser screen
 - C. Allows businesses to generate commissions or royalties from an Internet site
 - D. Provides products that are specific to trading partners in a given industry
36. Which of the following is not a common tool for accessing Internet information?
- A. Kiosk
 - B. Extranet
 - C. Intranet
 - D. WISP**
37. Which of the following is not a common form of service provider?
- A. ISP
 - B. RSS**
 - C. OSP
 - D. ASP
38. Which company in the text used a kiosk to secure a sale?
- A. Indigo**
 - B. Pratt & Whitney
 - C. British Airways
 - D. Wal-Mart
39. Which company in the text uses an extranet for its suppliers so they can view detailed product information?
- A. Mazda
 - B. Pratt & Whitney
 - C. Indigo
 - D. Wal-Mart**
40. Which of the following is not a common ISP service?
- A. Web hosting
 - B. Availability
 - C. Real simple syndication**
 - D. Hard-disk storage space
41. The following technology tends to provide customers with better, faster, and cheaper products in established markets.
- A. Disruptive technology
 - B. Sustaining technology**
 - C. Entertaining technology
 - D. All of the above
42. What is a method of marketing via E-business?
- A. Banner-ad
 - B. Pop-up ad
 - C. Viral marketing
 - D. All of the above**

43. What is a banner-ad?
A A small Web page containing an advertisement that appears on the Web page outside of the current . Web site loaded in the Web browser
B. A box running across a Web site that advertises the products and services of another business, usually another e-business
C. A form of ad that users do not see until they close the current Web browser screen
D. Provides products that are specific to trading partners in a given industry
44. What is a *long tail* strategy?
A. Selling a large number of unique items with relatively small quantities sold of each, in addition to the . popular items in large quantities as well.
B Selling a small number of unique items with relatively small quantities sold of each, in addition to the . popular items in large quantities as well
C. A Selling a large number of popular items in large quantities
D. None of the above
45. Which one of the following companies is well known for its *long tail* strategy?
A. Netflix
B. Rogers Plus
C. Blockbuster
D. None of the above
46. What is an associate program?
A. A box running across a Web page that is often used to contain advertisements
B. Allows businesses to generate commissions or royalties from an Internet site
C. A technique that induces Web sites or users to pass on a marketing message to other Web sites or users
D. The ability of an organization to give its customers the opportunity to tailor products or services to customer's specifications
47. What is viral marketing?
A. A box running across a Web page that is often used to contain advertisements
B. Allows businesses to generate commissions or royalties from an Internet site
C. A technique that induces Web sites or users to pass on a marketing message to other Web sites or users
D. The ability of an organization to give its customers the opportunity to tailor products or services to customer's specifications
48. What is mass customization?
A. A box running across a Web page that is often used to contain advertisements
B. Allows businesses to generate commissions or royalties from an Internet site
C. A technique that induces Web sites or users to pass on a marketing message to other Web sites or users
D. The ability of an organization to give its customers the opportunity to tailor products or services to customer's specifications
49. Which one of the following companies doesn't have a limitation of physical shelf limitation for conducting business?
A. Netflix
B. Rogers Plus
C. Blockbuster
D. None of the above
50. What is a financial cybermediary?
A. An Internet-based company that facilitates payments over the Internet
B. A mechanism for sending a payment from a checking or savings account
C. A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
D Both software and information-the software provides security for the transaction and the information . includes payment and delivery information

51. What is an electronic check?
- A. An Internet-based company that facilitates payments over the Internet
 - B.** A mechanism for sending a payment from a checking or savings account
 - C. A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
 - D Both software and information-the software provides security for the transaction and the information . includes payment and delivery information
52. What is electronic bill presentation and payment?
- A. An Internet-based company that facilitates payments over the Internet
 - B. A mechanism for sending a payment from a checking or savings account
 - C.** A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
 - D Both software and information-the software provides security for the transaction and the information . includes payment and delivery information
53. What is a digital wallet?
- A. An Internet-based company that facilitates payments over the Internet
 - B. A mechanism for sending a payment from a checking or savings account
 - C. A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
 - D** Both software and information-the software provides security for the transaction and the information . includes payment and delivery information
54. Which of the following is not an online consumer payment method?
- A. EBPP
 - B. Digital wallet
 - C.** Electronic Data Interchange
 - D. Financial cybermediary
55. Which of the following is not an online business payment method?
- A. Financial EDI
 - B.** Financial cybermediary
 - C. EDI
 - D. None of the above
56. What is a standard format for exchanging business data?
- A. Financial EDI
 - B. Financial cybermediary
 - C.** Electronic Data Interchange
 - D. None of the above
57. What is a standard electronic process for B2B market purchase payments?
- A.** Financial EDI
 - B. Financial cybermediary
 - C. EDI
 - D. None of the above
58. Which of the following is not an e-business security technology?
- A. Encryption
 - B.** SEO
 - C. SET
 - D. SSL
59. What is a count of the number of people who visit one site and click on an advertisement that takes them to the site of the advertiser?
- A. Interactivity
 - B. Clickstream data
 - C. Mobile commerce
 - D.** Click-through

60. What measures the visitor interactions with the target ad?
- A. Interactivity
 - B. Clickstream data
 - C. Mobile commerce
 - D. Click-through
61. What is the exact pattern of a consumer's navigation through a Web site?
- A. Interactivity
 - B. Clickstream data
 - C. Mobile commerce
 - D. Click-through
62. What is the ability to purchase goods and services through a wireless Internet-enabled device?
- A. Interactivity
 - B. Clickstream data
 - C. Mobile commerce
 - D. Click-through
63. What involves the use of strategies and technologies to transform government by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer within all branches of government?
- A. Interactivity
 - B. Clickstream data
 - C. Mobile commerce
 - D. E-Government
64. Which of the following is not a valid type of e-government e-business model?
- A. G2G
 - B. G2B
 - C. M2G
 - D. C2G
65. What type of e-government e-business model does Lockheed Martin use?
- A. G2G
 - B. G2B
 - C. B2G
 - D. C2G
66. What is the buying and selling of goods and services over the Internet?
- A. E-business
 - B. E-commerce
 - C. E-market
 - D. E-mall
67. What is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners?
- A. E-business
 - B. E-commerce
 - C. E-market
 - D. E-mall
68. What is an approach to conducting electronic business on the Internet?
- A. E-business
 - B. E-business model
 - C. E-commerce
 - D. E-commerce model

69. Which of the following represents any business that sells its products or services to consumers over the Internet?
- A. B2B
 - B. B2C**
 - C. C2B
 - D. C2C
70. Which of the following represents businesses buying from and selling to each other over the Internet?
- A. B2B**
 - B. B2C
 - C. C2B
 - D. C2C
71. Which of the following represents sites primarily offering goods and services to assist consumers interacting with each other over the Internet?
- A. B2B
 - B. B2C
 - C. C2B
 - D. C2C**
72. Which of the following represents any consumer that sells a product or service to a business over the Internet?
- A. B2B
 - B. B2C
 - C. C2B**
 - D. C2C
73. A(n) _____ is an internalized portion of the Internet, protected from outside access, that allows an organization to provide access to information and application software to only its employees.
- A. intranet**
 - B. extranet
 - C. VPN
 - D. EDI
74. Which of the following are the primary challenges to e-business models?
- A. Providing security
 - B. Adhering to taxation rules
 - C. Protecting customers
 - D. All of the above**
75. What is an electronic marketplace?
- A. Interactive business communities providing a central market space where multiple buyers and sellers . can engage in e-business activities**
 - B. Version of a retail store where customers can shop at any hour of the day without leaving their home or office
 - C. Serves as a gateway through which a visitor can access other e-shops
 - D. None of the above
76. What is an e-shop?
- A. Interactive business communities providing a central market space where multiple buyers and sellers . can engage in e-business activities
 - B. Version of a retail store where customers can shop at any hour of the day without leaving their home or office**
 - C. Serves as a gateway through which a visitor can access other e-shops
 - D. None of the above

77. What is an e-mail?
A. Interactive business communities providing a central market space where multiple buyers and sellers can engage in e-business activities
B. Version of a retail store where customers can shop at any hour of the day without leaving their home or office
C. Serves as a gateway through which a visitor can access other e-shops
D. None of the above
78. What is a business that operates in a physical store without an Internet presence?
A. Brick-and-mortar business
B. Pure-play business
C. Click-and-mortar business
D. Electronic marketplace
79. What is a business that operates on the Internet only without a physical store?
A. Brick-and-mortar business
B. Pure-play business
C. Click-and-mortar business
D. Electronic marketplace
80. What is a business that operates in a physical store and on the Internet?
A. Brick-and-mortar business
B. Pure-play business
C. Click-and-mortar business
D. Electronic marketplace
81. Which business type describes Amazon.ca?
A. Brick-and-mortar business
B. Pure-play business
C. Click-and-mortar business
D. All of the above depending on the product being purchased and the company purchasing the product
82. Which business type describes Henry Birks and Sons?
A. Brick-and-mortar business
B. Pure-play business
C. Click-and-mortar business
D. Electronic marketplace
83. What type of online auction occurs when sellers and buyers solicit consecutive bids from each other and prices are determined dynamically?
A. Electronic auction
B. Forward auction
C. Reverse auction
D. All of the above
84. What type of online auction occurs when sellers use it as a selling channel to many buyers and the highest bid wins?
A. Electronic auction
B. Forward auction
C. Reverse auction
D. All of the above
85. What type of online auction occurs when buyers use it to purchase a product or service, selecting the seller with the lowest bid?
A. Electronic auction
B. Forward auction
C. Reverse auction
D. All of the above

86. What is a community of interest?
- A. People interact with each other on specific topics, such as golfing and stamp collecting
 - B. People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts
 - C. People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan
 - D. None of the above
87. What is a community of relations?
- A. People interact with each other on specific topics, such as golfing and stamp collecting
 - B. People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts
 - C. People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan
 - D. None of the above
88. What is a community of fantasy?
- A. People interact with each other on specific topics, such as golfing and stamp collecting
 - B. People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts
 - C. People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan
 - D. None of the above
89. Which of the following is an e-business challenge?
- A. Improved information content
 - B. Increased convenience
 - C. Decreased cost
 - D. Increasing liability
90. Which of the following is an e-business benefit?
- A. Adhering to taxation rules
 - B. Protecting customers
 - C. Decreased cost
 - D. Increasing liability
91. Which of the following is not a valid type of e-marketplace revenue model?
- A. Loyalty fee
 - B. Subscription fee
 - C. Advertising fee
 - D. Fees for value-added services
92. What is the name of a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet—a more mature, distinctive medium characterized by user participation, openness, and network effects?
- A. Web 2.0
 - B. Web 3.0
 - C. WWW 2.0
 - D. Internet 2.0
93. Which one of the following is a C2C type of community?
- A. Communities of interest
 - B. Communities of relations
 - C. Communities of fantasy
 - D. All of the above

94. What is a Web site or Web application that uses content from more than one source to create a completely new service.
A. Net mashup
B. Interweb mashup
C. WWW mashup
D. Web mashup
95. The term Web 3.0 encompasses one of the following
A. Transforming the Web into a database.
B. An evolutionary path to artificial intelligence.
C. The realization of semantic Web and service-oriented architecture.
D. All of the above
96. Business-to-consumer applies to any business that sells its products or services to consumers over the Internet.
True False
97. Web 2.0's vast disruptive impact is almost over.
True False
98. By 2014, the web will be accessed by mobile devices more than desktops.
True False
99. Web mashup is a Web site or Web application that uses content from more than one source to create a completely new service.
True False
100. Application programming interface(API), is a set of routines, protocols, and tools for building software applications.
True False
101. Many companies are building intranets as they begin to realize the benefit of offering individuals outside the organization access to intranet-based information and application software such as order processing.
True False
102. Disruptive technology tends to provide us with better, faster, and cheaper products.
True False
103. Disruptive and new technologies typically cut into the low-end of the marketplace and eventually evolve to displace high-end competitors and their reigning technologies.
True False
104. Dell computers ranks highest on the list for expecting returns from new investments.
True False
105. Information reach refers to the number of people a business can communicate with, on a global basis.
True False
106. What is best for an organization's current business could ruin it in the long term.
True False
107. Electronic data interchange (EDI) is a standard format for exchanging business data.
True False
108. A click-through is a count of the number of people who visit one site and click on an advertisement that takes them to the site of the advertiser.
True False

109. E-government involves the use of strategies and technologies to transform government(s) by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer within all branches of government
True False
110. Content providers are companies that use the Internet to distribute copyrighted content, including news, music, games, books, movies, and many other types of information.
True False
111. Online brokers act as intermediaries between buyers and sellers of goods and services.
True False
112. E-business is the buying and selling of goods and services over the Internet.
True **False**
113. E-commerce is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners.
True **False**
114. E-business is something that a business can just go out and buy.
True **False**
115. An e-business model is an approach to conducting electronic business on the Internet.
True False
116. ARPANET was the initial name of the Internet.
True False
117. The geographic divide occurs when those with access to technology have great advantages over those without access to technology.
True **False**
118. A secure electronic _____ is a transmission security method that ensures transactions are secure and legitimate.

119. Web 2.0's vast _____ impact is just beginning.

120. By 2014, the web will be accessed by _____ outnumber desktop computers.

121. A _____ is a Web site that offers a broad array of resources and services, such as e-mail, online discussion groups, search engines, and online shopping malls.

122. A(n) _____ technology is a new way of doing things that initially does not meet the needs of existing customers.

123. A(n) _____ technology produces an improved product customers are eager to buy.

124. According to Christensen, companies may have placed too great an emphasis on satisfying customer's _____ needs, while neglecting to adopt new disruptive technology that will meet customer's future needs.

125. _____ technologies tend to provide us with better, faster, and cheaper products such as a faster car or larger hard drive.

126. The Innovator's _____ is a book by Clayton M. Christensen.

127. The _____ is a global public network of computer networks that pass information from one to another using common computer protocols.

128. _____ are the standards that specify the format of data as well as the rules to be followed during transmission.

129. The WWW is a global _____ system that uses the Internet as its transport mechanism.

130. Information _____ refers to the depth and breadth of information transferred between customers and businesses.

131. The digital _____ occurs when those with access to technology have great advantages over those without access to technology.

132. _____ is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners.

133. _____ is the buying and selling of goods and services over the Internet.

134. An _____ model is an approach to conducting electronic business on the Internet.

135. Business-to-consumer applies to any _____ that sells its products or services to consumers over the Internet.

136. Business-to-business applies to businesses buying from and selling to each other over the _____.

137. Consumer-to-consumer applies to sites primarily offering goods and services to assist _____ interacting with each other over the Internet.

138. Consumer-to-business applies to any _____ that sells a product or service to a business over the Internet.

139. Electronic _____ are interactive business communities providing a central market space where multiple buyers and sellers can engage in e-business activities.

140. A(n) _____ is a version of a retail store where customers can shop at any hour of the day without leaving their home or office.

141. A(n) _____ serves as a gateway through which a visitor can access other e-shops.

142. _____ and-mortar business operates in a physical store without an Internet presence.

143. Expeida.ca is an example of a _____ -play business.

144. Future Shop is an example of a _____ -and-mortar business.

145. A(n) _____ online auction occurs when sellers use it as a selling channel to many buyers and the highest bid wins.

146. A community of _____ is where people come together to share certain life experiences.

147. _____ cost is an e-business benefit.

148. _____ liability is an e-business challenge.

149. _____ global reach is an e-business benefit.

150. _____ customer loyalty is an e-business benefit.

151. Mobile commerce, or _____, is the ability to purchase goods and services through a wireless Internet-enabled device

152. _____ refers to using the Internet to reassemble buyers, sellers, and other partners in a traditional supply chain in new ways.

153. _____ are agents, software, or businesses that bring buyers and sellers together that provide a trading infrastructure to enhance e-business.

154. _____ providers are companies that use the Internet to distribute copyrighted content, including news, music, games, books, movies, and many other types of information.

155. _____ brokers act as intermediaries between buyers and sellers of goods and services.

156. _____ measures the visitor interactions with the target ad.

157. _____ is the B2B purchase and sale of suppliers and services over the Internet.

158. A _____ socket layer (1) creates a secure and private connection between a client and server computer, (2) encrypts the information, and (3) sends the information over the Internet.

159. _____ scrambles information into an alternative form that requires a key or password to decrypt the information.

160. _____ was the initial name of the Internet.

- 161.A(n) _____ is a small file deposited on a hard drive by a Web site containing information about customers and their browsing activities.
-
- 162.A(n) _____ is a box running across a Web site that advertises the products and services of another business, usually another e-business.
-
- 163.Define m-commerce and explain how an e-government could use it to increase its efficiency and effectiveness.
- 164.What are the raw demographic and technological drivers of Web 2.0:
- 165.Compare disruptive and sustaining technologies.
- 166.Explain the Innovator's dilemma.
- 167.Identify three companies that are expecting the majority of their returns on new investments.

168. Identify three companies that capitalized on disruptive technologies and explain the technology.

169. Explain how the Internet caused disruption among businesses.

170. Define the relationship between the Internet and the World Wide Web.

171. Describe the Internet's impact on information along with how these changes are affecting businesses.

172. Describe how IT accelerates and enhances e-business.

173. Differentiate between B2B and B2C e-business models.

174. Compare the four types of e-business models.

175. Describe the benefits and challenges associated with e-business.

176. Explain the differences among e-shops, e-malls, and online auctions.

177. Describe the four common tools an organization can use to access Internet information.

178. Compare ISPs, OSPs, and ASPs. Be sure to include an overview of common services provided by each.

179. Describe how marketing, sales, financial services, and customer service departments can use e-business to increase revenues or reduce costs.

180.Explain why an organization would use metrics to determine a Web site's success.

181.Identify the different types of e-government business models.

182.According to Dave Fleet, Vice President of Digital, Edelman Canada, what are the best practices for taking advantage of trends in social media?

03 Key

1. What does Digital Darwinism imply?
(p. 67)
- A. Organizations which can adapt to the new demands placed on them for surviving in the information age are doomed to extinction
 - B.** Organizations which cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction
 - C. Organizations which can adapt to new information systems are doomed to extinction
 - D. Organizations which cannot adapt to new information systems are doomed to exile

This is the definition of digital Darwinism.

*Chapter - Chapter 03 #1
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*

2. Which of the following is an example of a disruptive technology?
(p. 67)
- A. Oracle's database software
 - B. Sony's transistor-based consumer electronics (transistor radio)
 - C. Intel's low-end microprocessor
 - D.** All of the above

All of the above are examples of disruptive technologies as displayed in the figure companies that capitalize on disruptive technology.

*Chapter - Chapter 03 #2
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*

3. Which of the following is an example of a sustaining technology?
(p. 67)
- A.** Porsche's faster car
 - B. Intel's low-end microprocessor
 - C. Sony's transistor-based consumer electronics (transistor radio)
 - D. All of the above

Sustaining technologies tend to provide us with better, faster, and cheaper products such as a faster car or larger hard drive.

*Chapter - Chapter 03 #3
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*

4. Which company is expecting to gain the majority of its returns on existing investments?
(p. 67)
- A. Dell Computer
 - B. Johnson & Johnson
 - C. Procter & Gamble
 - D.** Phillips Petroleum

According to the disruptive versus sustaining technology in figure 3.1, Phillips Petroleum is expecting returns on existing investments to equal 97%.

*Chapter - Chapter 03 #4
Gradable: automatic
Learning Outcome: 3.1
Level: Hard*

5. Which company is expecting to gain the majority of its returns on new investments?
(p. 67)
- A. General Motors
 - B. Sears Roebuck
 - C. Dell Computer**
 - D. Phillips Petroleum

According to the disruptive versus sustaining technology figure, Dell Computer is expecting returns on new investments to equal 78%.

*Chapter - Chapter 03 #5
Gradable: automatic
Learning Outcome: 3.1
Level: Hard*

6. What is a global public network of computer networks that pass information from one to another using common computer protocols?
(p. 69)
- A. Protocol
 - B. Internet**
 - C. World Wide Web
 - D. Hypertext transport protocol

This is the definition of the Internet.

*Chapter - Chapter 03 #6
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*

7. What is a global hypertext system that uses the Internet as its transport mechanism?
(p. 70)
- A. Protocol
 - B. Internet
 - C. World Wide Web**
 - D. Hypertext transport protocol

This is the definition of the WWW.

*Chapter - Chapter 03 #7
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*

8. What are the standards that specify the format of data as well as the rules to be followed during transmission?
(p. 69)
- A. Protocol**
 - B. Internet
 - C. World Wide Web
 - D. Hypertext transport protocol

This is the definition of protocol.

*Chapter - Chapter 03 #8
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*

9. What is the Internet standard that supports the exchange of information on the WWW?
(p. 70)
- A. Protocol
 - B. Internet
 - C. World Wide Web
 - D. Hypertext transport protocol**

This is the definition of HTTP.

Chapter - Chapter 03 #9
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

10. Which of the following is a reason for the growth of the World Wide Web?
(p. 70)
- A. The microcomputer revolution
 - B. Advancements in networking hardware
 - C. Web pages being easy to create and flexible
 - D. All of the above**

All of the above are reasons for the growth of the WWW (figure 3.6).

Chapter - Chapter 03 #10
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

11. What is information richness?
(p. 71)
- A. A global public network of computer networks that pass information from one to another using common computer protocols
 - B. Refers to the depth and breadth of information transferred between customers and businesses**
 - C. Refers to the number of people a business can communicate with, on a global basis
 - D. Occurs when those with access to technology have great advantages over those without access to technology

This is the definition of information richness (figure 3.7).

Chapter - Chapter 03 #11
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

12. What is information reach?
(p. 71)
- A. A global public network of computer networks that pass information from one to another using common computer protocols
 - B. Refers to the depth and breadth of information transferred between customers and businesses
 - C. Refers to the number of people a business can communicate with, on a global basis**
 - D. Occurs when those with access to technology have great advantages over those without access to technology

This is the definition of information reach (figure 3.7).

Chapter - Chapter 03 #12
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

13. What is the digital divide?
(p. 70)
- A. A global public network of computer networks that pass information from one to another using common computer protocols
 - B. Refers to the depth and breadth of information transferred between customers and businesses
 - C. Refers to the number of people a business can communicate with, on a global basis
 - D.** Occurs when those with access to technology have great advantages over those without access to technology

This is the definition of digital divide.

Chapter - Chapter 03 #13
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

14. Which of the following is not one of the Internet's impacts on information?
(p. 71)
- A. Easy to compile
 - B. Improved content
 - C.** Digital divide
 - D. Increased richness

The digital divide is not one of the Internet's impacts on information (figure 3.7).

Chapter - Chapter 03 #14
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

15. What is the reason why Polaroid went bankrupt?
(p. 67)
- A. It failed to have innovative technology and a captive customer base
 - B.** One-hour film processing and digital cameras stole its market share
 - C. People who want instant access to their pictures also want a third party involved
 - D. All of the above

Polaroid went bankrupt because of one-hour film processing and digital cameras stole its market share.

Chapter - Chapter 03 #15
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

16. The following technology is a new way of doing things that initially does not meet the needs of existing customers.
(p. 68)
- A.** Disruptive technology
 - B. Sustaining technology
 - C. Entertaining technology
 - D. All of the above

A disruptive technology is a new way of doing things that initially does not meet the needs of existing customers.

Chapter - Chapter 03 #16
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

17. What was the initial name of the Internet?
(p. 69)
- A. HTTP
 - B. ARPANET**
 - C. IETF
 - D. IAB

ARPANET was the initial name of the Internet.

Chapter - Chapter 03 #17
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

18. Which of the following entities is solely responsible for overseeing the Internet and setting standards?
(p. 69)
- A. Internet Engineering Task Force (IETF)
 - B. Internet Architecture Board (IAB)
 - C. Internet Engineering Steering Group (IESG)
 - D. All of the above**

No one party operates the Internet. The above entities all oversee the Internet and set standards.

Chapter - Chapter 03 #18
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

19. Which two events occurred that forever changed the Web and the amount and quality of available information?
(p. 70)
- A. Marc Andreessen's first Web site and Tim Berners-Lee's NCSA Mosaic computer program
 - B. Tim Berners-Lee's first Web site and the invention of the microprocessor
 - C. Tim Berners-Lee's first Web site and Marc Andreessen's NCSA Mosaic computer program**
 - D. Marc Andreessen's NCSA Mosaic computer program and the invention of the microprocessor

Tim Berners-Lee's first Web site and Marc Andreessen's NCSA Mosaic computer program were the two events that forever changed the Web.

Chapter - Chapter 03 #19
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

20. What type of system is available to the public on Hamilton, Ontario's Web site?
(p. 96)
- A. Information Delivery System (IDS)
 - B. Grocery Delivery System (GDS)
 - C. Floral Delivery System (FDS)
 - D. Geographic Information System (GIS)**

The City of Hamilton Ontario utilizes a geographic information system (GIS) on its Web site www.map.hamilton.ca.

Chapter - Chapter 03 #20
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

21. What is a business that operates on the Internet only without a physical store?
(p. 85)
- A.** Pure play
 - B. Intermediaries
 - C. Content provider
 - D. Reintermediation

This is the definition of pure play.

Chapter - Chapter 03 #21
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

22. What are agents, software, or businesses that bring buyers and sellers together that provide a trading infrastructure to enhance e-business?
(p. 79)
- A. Pure plays
 - B.** Intermediaries
 - C. Content providers
 - D. Reintermediation

Intermediaries are agents, software, or businesses that provide a trading infrastructure to bring buyers and sellers together.

Chapter - Chapter 03 #22
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

23. What are companies that use the Internet to distribute copyrighted content, including news, music, games, books, movies, and many other types of information?
(p. 81)
- A. Pure plays
 - B. Intermediaries
 - C.** Content providers
 - D. Reintermediation

This is the definition of content provider.

Chapter - Chapter 03 #23
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

24. What refers to using the Internet to reassemble buyers, sellers, and other partners in a traditional supply chain in new ways to add value?
(p. 80)
- A. Pure plays
 - B. Intermediaries
 - C. Content providers
 - D.** Reintermediation

In reintermediation, steps are added to the value chain as new players find ways to add value to the business process.

Chapter - Chapter 03 #24
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

25. What acts as an intermediary between buyers and sellers of goods and services?
(p. 81)
- A. Content providers
 - B. Online brokers**
 - C. Market makers
 - D. None of the above

This is the definition of online brokers.

Chapter - Chapter 03 #25
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

26. What are intermediaries that aggregate three services for market participants (1) a place to trade, (2) rules to govern trading, and (3) an infrastructure to support trading?
(p. 81)
- A. Content providers
 - B. Online brokers
 - C. Market makers**
 - D. None of the above

This is the definition of market makers.

Chapter - Chapter 03 #26
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

27. Which of the following is not one of the three services provided by market makers for market participants?
(p. 81)
- A. A place to trade
 - B. Rules to govern trading
 - C. Rules to govern business**
 - D. An infrastructure to support trading

Rules to govern business is not one of the services provided by market makers.

Chapter - Chapter 03 #27
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

28. What is e-procurement?
(p. 88)
- A. The B2B purchase and sale of supplies and services over the Internet**
 - B. Involves buying through prenegotiated contracts with qualified suppliers
 - C. Buying commodity-like products which is transaction-oriented, and rarely involves a long-term or ongoing relationship between buyers and sellers
 - D. None of the above

This is the definition of e-procurement.

Chapter - Chapter 03 #28
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

29. What is a kiosk?
(p. 75)
- A. The B2B purchase and sale of supplies and services over the Internet
 - B. Involves buying through prenegotiated contracts with qualified suppliers
 - C. Buying commodity-like products which is transaction-oriented, and rarely involves a long-term or ongoing relationship between buyers and sellers
 - D.** A publicly accessible computer system that has been set up to allow interactive information browsing

This is the definition of a kiosk.

Chapter - Chapter 03 #29
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

30. What is an ISP?
(p. 76)
- A. The B2B purchase and sale of supplies and services over the Internet
 - B. Involves buying through prenegotiated contracts with qualified suppliers
 - C. Buying commodity-like products which is transaction-oriented, and rarely involves a long-term or ongoing relationship between buyers and sellers
 - D.** A company that provides individuals and other companies access to the Internet along with additional related services, such as Web site building

This is the definition of ISP.

Chapter - Chapter 03 #30
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

31. Which of the following offers an extensive array of unique services such as its own version of a Web browser?
(p. 77)
- A. Internet service provider (ISP)
 - B.** Online service provider (OSP)
 - C. Application service provider (ASP)
 - D. Wireless Internet service provider (WISP)

This is the definition of OSP.

Chapter - Chapter 03 #31
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

32. What allows subscribers to connect to a server at designated hotspots or access points using a wireless connection?
(p. 76)
- A. Internet service provider (ISP)
 - B. Online service provider (OSP)
 - C. Application service provider (ASP)
 - D.** Wireless Internet service provider (WISP)

This is the definition of WISP.

Chapter - Chapter 03 #32
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

33. What is a company that offers an organization access over the Internet to systems and related services that would otherwise have to be located in personal or organizational computers?
(p. 77)
- A. Internet service provider (ISP)
 - B. Online service provider (OSP)
 - C. Application service provider (ASP)**
 - D. Wireless Internet service provider (WISP)

This is the definition of ASP.

Chapter - Chapter 03 #33
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

34. What defines the specific responsibilities of the service provider and sets the customer expectations?
(p. 77)
- A. Service level agreement
 - B. Spamdexing
 - C. Real simple syndication
 - D. E-procurement**

This is the definition of service level agreement.

Chapter - Chapter 03 #34
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

35. What is a pop-up ad?
(p. 82)
- A. A small Web page containing an advertisement that appears on the Web page outside of the current Web site loaded in the Web browser**
 - B. A form of ad that users do not see until they close the current Web browser screen
 - C. Allows businesses to generate commissions or royalties from an Internet site
 - D. Provides products that are specific to trading partners in a given industry

This is the definition of pop-up ad.

Chapter - Chapter 03 #35
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

36. Which of the following is not a common tool for accessing Internet information?
(p. 76)
- A. Kiosk
 - B. Extranet
 - C. Intranet
 - D. WISP**

A WISP is not a tool for accessing Internet information.

Chapter - Chapter 03 #36
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

37. Which of the following is not a common form of service provider?
(p. 75)
- A. ISP
 - B. RSS**
 - C. OSP
 - D. ASP

RSS is real simple syndication and not a form of service provider.

Chapter - Chapter 03 #37
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

38. Which company in the text used a kiosk to secure a sale?
(p. 75)
- A. Indigo**
 - B. Pratt & Whitney
 - C. British Airways
 - D. Wal-Mart

Mazda used a kiosk to secure the sale of a car.

Chapter - Chapter 03 #38
Gradable: automatic
Learning Outcome: 3.2
Level: Medium

39. Which company in the text uses an extranet for its suppliers so they can view detailed product information?
(p. 75)
- A. Mazda
 - B. Pratt & Whitney
 - C. Indigo
 - D. Wal-Mart**

Wal-Mart uses an extranet for its suppliers.

Chapter - Chapter 03 #39
Gradable: automatic
Learning Outcome: 3.2
Level: Medium

40. Which of the following is not a common ISP service?
(p. 76)
- A. Web hosting
 - B. Availability
 - C. Real simple syndication**
 - D. Hard-disk storage space

RSS is not a common ISP service.

Chapter - Chapter 03 #40
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

41. The following technology tends to provide customers with better, faster, and cheaper products in established markets.
(p. 68)
- A. Disruptive technology
 - B. Sustaining technology**
 - C. Entertaining technology
 - D. All of the above

Sustaining technologies tend to provide customers with better, faster, and cheaper products in established markets.

Chapter - Chapter 03 #41
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

42. What is a method of marketing via E-business?
(p. 82)
- A. Banner-ad
 - B. Pop-up ad
 - C. Viral marketing
 - D. All of the above**

These are few methods of marketing via E-business.

Chapter - Chapter 03 #42
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

43. What is a banner-ad?
(p. 82)
- A A small Web page containing an advertisement that appears on the Web page outside of the current Web site loaded in the Web browser
 - B. A box running across a Web site that advertises the products and services of another business, usually another e-business**
 - C. A form of ad that users do not see until they close the current Web browser screen
 - D. Provides products that are specific to trading partners in a given industry

This is the definition of banner-ad.

Chapter - Chapter 03 #43
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

44. What is a *long tail* strategy?
(p. 79)
- A** Selling a large number of unique items with relatively small quantities sold of each, in addition to the popular items in large quantities as well.
 - B Selling a small number of unique items with relatively small quantities sold of each, in addition to the popular items in large quantities as well
 - C. A Selling a large number of popular items in large quantities
 - D. None of the above

This is the definition of long tail strategy.

Chapter - Chapter 03 #44
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

45. Which one of the following companies is well known for its *long tail* strategy?
(p. 79)
- A.** Netflix
 - B. Rogers Plus
 - C. Blockbuster
 - D. None of the above

Netflix offers an excellent example of the long tail.

Chapter - Chapter 03 #45
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

46. What is an associate program?
(p. 82)
- A. A box running across a Web page that is often used to contain advertisements
 - B.** Allows businesses to generate commissions or royalties from an Internet site
 - C. A technique that induces Web sites or users to pass on a marketing message to other Web sites or users
 - D. The ability of an organization to give its customers the opportunity to tailor products or services to customer's specifications

This is the definition of associate program.

Chapter - Chapter 03 #46
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

47. What is viral marketing?
(p. 82)
- A. A box running across a Web page that is often used to contain advertisements
 - B. Allows businesses to generate commissions or royalties from an Internet site
 - C.** A technique that induces Web sites or users to pass on a marketing message to other Web sites or users
 - D. The ability of an organization to give its customers the opportunity to tailor products or services to customer's specifications

This is the definition of viral marketing.

Chapter - Chapter 03 #47
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

48. What is mass customization?
(p. 79)
- A. A box running across a Web page that is often used to contain advertisements
 - B. Allows businesses to generate commissions or royalties from an Internet site
 - C. A technique that induces Web sites or users to pass on a marketing message to other Web sites or users
 - D.** The ability of an organization to give its customers the opportunity to tailor products or services to customer's specifications

This is the definition of mass customization.

Chapter - Chapter 03 #48
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

49. Which one of the following companies doesn't have a limitation of physical shelf limitation for conducting business?
(p. 79)
- A.** Netflix
 - B. Rogers Plus
 - C. Blockbuster
 - D. None of the above

An average Rogers Plus store maintains 3,000 movies in its inventory, whereas Netflix, without physical shelf limitations, can maintain 100,000 movies in its inventory.

Chapter - Chapter 03 #49
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

50. What is a financial cybermediary?
(p. 87)
- A.** An Internet-based company that facilitates payments over the Internet
 - B. A mechanism for sending a payment from a checking or savings account
 - C. A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
 - D Both software and information-the software provides security for the transaction and the . information includes payment and delivery information

This is the definition of financial cybermediary.

Chapter - Chapter 03 #50
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

51. What is an electronic check?
(p. 87)
- A. An Internet-based company that facilitates payments over the Internet
 - B.** A mechanism for sending a payment from a checking or savings account
 - C. A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
 - D Both software and information-the software provides security for the transaction and the . information includes payment and delivery information

This is the definition of electronic check.

Chapter - Chapter 03 #51
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

52. What is electronic bill presentation and payment?
(p. 87)
- A. An Internet-based company that facilitates payments over the Internet
 - B. A mechanism for sending a payment from a checking or savings account
 - C.** A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
 - D Both software and information-the software provides security for the transaction and the . information includes payment and delivery information

This is the definition of EBPP.

Chapter - Chapter 03 #52
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

53. What is a digital wallet?
(p. 87)
- A. An Internet-based company that facilitates payments over the Internet
 - B. A mechanism for sending a payment from a checking or savings account
 - C. A system that sends bills over the Internet and provides an easy-to-use mechanism to pay the bill
 - D. Both software and information-the software provides security for the transaction and the information includes payment and delivery information**

This is the definition of a digital wallet.

Chapter - Chapter 03 #53
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

54. Which of the following is not an online consumer payment method?
(p. 87)
- A. EBPP
 - B. Digital wallet
 - C. Electronic Data Interchange**
 - D. Financial cybermediary

EDI is an online business payment method, not consumer payment method.

Chapter - Chapter 03 #54
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

55. Which of the following is not an online business payment method?
(p. 87)
- A. Financial EDI
 - B. Financial cybermediary**
 - C. EDI
 - D. None of the above

A financial cybermediary is an online consumer payment method, not a business payment method.

Chapter - Chapter 03 #55
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

56. What is a standard format for exchanging business data?
(p. 87)
- A. Financial EDI
 - B. Financial cybermediary
 - C. Electronic Data Interchange**
 - D. None of the above

This is the definition of EDI.

Chapter - Chapter 03 #56
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

57. What is a standard electronic process for B2B market purchase payments?
(p. 87) **A.** Financial EDI
B. Financial cybermediary
C. EDI
D. None of the above

This is the definition of financial EDI.

Chapter - Chapter 03 #57
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

58. Which of the following is not an e-business security technology?
(p. 89) A. Encryption
B. SEO
C. SET
D. SSL

SEO is search engine optimization and is not an e-business security technology.

Chapter - Chapter 03 #58
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

59. What is a count of the number of people who visit one site and click on an advertisement that takes them to the site of the advertiser?
(p. 82) A. Interactivity
B. Clickstream data
C. Mobile commerce
D. Click-through

This is the definition of click-through.

Chapter - Chapter 03 #59
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

60. What measures the visitor interactions with the target ad?
(p. 82) **A.** Interactivity
B. Clickstream data
C. Mobile commerce
D. Click-through

This is the definition of interactivity.

Chapter - Chapter 03 #60
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

61. What is the exact pattern of a consumer's navigation through a Web site?
(p. 82)
- A. Interactivity
 - B. Clickstream data**
 - C. Mobile commerce
 - D. Click-through

This is the definition of clickstream data.

Chapter - Chapter 03 #61
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

62. What is the ability to purchase goods and services through a wireless Internet-enabled device?
(p. 91)
- A. Interactivity
 - B. Clickstream data
 - C. Mobile commerce**
 - D. Click-through

This is the definition of mobile commerce.

Chapter - Chapter 03 #62
Gradable: automatic
Learning Outcome: 3.5
Level: Easy

63. What involves the use of strategies and technologies to transform government by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer within all branches of government?
(p. 92)
- A. Interactivity
 - B. Clickstream data
 - C. Mobile commerce
 - D. E-Government**

This is the definition of e-government

Chapter - Chapter 03 #63
Gradable: automatic
Learning Outcome: 3.5
Level: Easy

64. Which of the following is not a valid type of e-government e-business model?
(p. 92)
- A. G2G
 - B. G2B
 - C. M2G**
 - D. C2G

M2G is not a valid type of e-government e-business model.

Chapter - Chapter 03 #64
Gradable: automatic
Learning Outcome: 3.5
Level: Medium

65. What type of e-government e-business model does Lockheed Martin use?
(p. 92)
- A. G2G
 - B. G2B
 - C. B2G**
 - D. C2G

Lockheed Martin is a B2G.

Chapter - Chapter 03 #65
Gradable: automatic
Learning Outcome: 3.5
Level: Hard

66. What is the buying and selling of goods and services over the Internet?
(p. 78)
- A. E-business
 - B. E-commerce**
 - C. E-market
 - D. E-mail

This is the definition of e-commerce.

Chapter - Chapter 03 #66
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

67. What is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners?
(p. 78)
- A. E-business**
 - B. E-commerce
 - C. E-market
 - D. E-mail

This is the definition of e-business.

Chapter - Chapter 03 #67
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

68. What is an approach to conducting electronic business on the Internet?
(p. 78)
- A. E-business
 - B. E-business model**
 - C. E-commerce
 - D. E-commerce model

This is the definition of e-business model.

Chapter - Chapter 03 #68
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

69. Which of the following represents any business that sells its products or services to consumers over the Internet?
(p. 85)
- A. B2B
 - B. B2C**
 - C. C2B
 - D. C2C

This is the definition of B2C.

Chapter - Chapter 03 #69
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

70. Which of the following represents businesses buying from and selling to each other over the Internet?
(p. 84)
- A. B2B**
 - B. B2C
 - C. C2B
 - D. C2C

This is the definition of B2B.

Chapter - Chapter 03 #70
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

71. Which of the following represents sites primarily offering goods and services to assist consumers interacting with each other over the Internet?
(p. 86)
- A. B2B
 - B. B2C
 - C. C2B
 - D. C2C**

This is the definition of C2C.

Chapter - Chapter 03 #71
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

72. Which of the following represents any consumer that sells a product or service to a business over the Internet?
(p. 86)
- A. B2B
 - B. B2C
 - C. C2B**
 - D. C2C

This is the definition of C2B.

Chapter - Chapter 03 #72
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

73. A(n) _____ is an internalized portion of the Internet, protected from outside access, that allows an organization to provide access to information and application software to only its employees.
(p. 74)
- A.** intranet
 - B. extranet
 - C. VPN
 - D. EDI

An intranet is an internalized portion of the Internet, protected from outside access, that allows an organization to provide access to information and application software to only its employees.

Chapter - Chapter 03 #73
Gradable: automatic
Learning Outcome: 3.2
Level: Medium

74. Which of the following are the primary challenges to e-business models?
(p. 90)
- A. Providing security
 - B. Adhering to taxation rules
 - C. Protecting customers
 - D.** All of the above

All of the above are challenges to the e-business models.

Chapter - Chapter 03 #74
Gradable: automatic
Learning Outcome: 3.5
Level: Medium

75. What is an electronic marketplace?
(p. 84-85)
- A.** Interactive business communities providing a central market space where multiple buyers and sellers can engage in e-business activities
 - B. Version of a retail store where customers can shop at any hour of the day without leaving their home or office
 - C. Serves as a gateway through which a visitor can access other e-shops
 - D. None of the above

This is the definition of electronic marketplace.

Chapter - Chapter 03 #75
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

76. What is an e-shop?
(p. 85)
- A Interactive business communities providing a central market space where multiple buyers and sellers can engage in e-business activities
 - B.** Version of a retail store where customers can shop at any hour of the day without leaving their home or office
 - C. Serves as a gateway through which a visitor can access other e-shops
 - D. None of the above

This is the definition of e-shop.

Chapter - Chapter 03 #76
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

77. What is an e-mail?
(p. 85)
- A. Interactive business communities providing a central market space where multiple buyers and sellers can engage in e-business activities
 - B. Version of a retail store where customers can shop at any hour of the day without leaving their home or office
 - C.** Serves as a gateway through which a visitor can access other e-shops
 - D. None of the above

This is the definition of e-mail.

Chapter - Chapter 03 #77
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

78. What is a business that operates in a physical store without an Internet presence?
(p. 85)
- A.** Brick-and-mortar business
 - B. Pure-play business
 - C. Click-and-mortar business
 - D. Electronic marketplace

This is the definition of brick-and-mortar.

Chapter - Chapter 03 #78
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

79. What is a business that operates on the Internet only without a physical store?
(p. 85)
- A. Brick-and-mortar business
 - B.** Pure-play business
 - C. Click-and-mortar business
 - D. Electronic marketplace

This is the definition of pure-play business.

Chapter - Chapter 03 #79
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

80. What is a business that operates in a physical store and on the Internet?
(p. 85)
- A. Brick-and-mortar business
 - B. Pure-play business
 - C.** Click-and-mortar business
 - D. Electronic marketplace

This is the definition of click-and-mortar business.

Chapter - Chapter 03 #80
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

81. Which business type describes Amazon.ca?
(p. 85)
- A. Brick-and-mortar business
 - B.** Pure-play business
 - C. Click-and-mortar business
 - D. All of the above depending on the product being purchased and the company purchasing the product

Amazon.com is a pure-play business; it does not have any physical stores.

*Chapter - Chapter 03 #81
Gradable: automatic
Learning Outcome: 3.3
Level: Hard*

82. Which business type describes Henry Birks and Sons?
(p. 85)
- A. Brick-and-mortar business
 - B. Pure-play business
 - C.** Click-and-mortar business
 - D. Electronic marketplace

The click-and-mortar business is a business that operates in a physical store and on the Internet. Examples include Henry Birks and Sons (www.birks.com) and Future Shop.

*Chapter - Chapter 03 #82
Gradable: automatic
Learning Outcome: 3.3
Level: Hard*

83. What type of online auction occurs when sellers and buyers solicit consecutive bids from each other and prices are determined dynamically?
(p. 86)
- A.** Electronic auction
 - B. Forward auction
 - C. Reverse auction
 - D. All of the above

This is the definition of electronic auction.

*Chapter - Chapter 03 #83
Gradable: automatic
Learning Outcome: 3.3
Level: Easy*

84. What type of online auction occurs when sellers use it as a selling channel to many buyers and the highest bid wins?
(p. 86)
- A. Electronic auction
 - B.** Forward auction
 - C. Reverse auction
 - D. All of the above

This is the definition of forward auction.

*Chapter - Chapter 03 #84
Gradable: automatic
Learning Outcome: 3.3
Level: Easy*

85. What type of online auction occurs when buyers use it to purchase a product or service, selecting the seller with the lowest bid?
(p. 86)
- A. Electronic auction
 - B. Forward auction
 - C. Reverse auction**
 - D. All of the above

This is the definition of reverse auction.

Chapter - Chapter 03 #85
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

86. What is a community of interest?
(p. 86)
- A. People interact with each other on specific topics, such as golfing and stamp collecting**
 - B. People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts
 - C. People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan
 - D. None of the above

This is the definition of a community of interest.

Chapter - Chapter 03 #86
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

87. What is a community of relations?
(p. 86)
- A. People interact with each other on specific topics, such as golfing and stamp collecting
 - B. People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts**
 - C. People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan
 - D. None of the above

This is the definition of a community of relations.

Chapter - Chapter 03 #87
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

88. What is a community of fantasy?
(p. 86)
- A. People interact with each other on specific topics, such as golfing and stamp collecting
 - B. People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts
 - C. People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan**
 - D. None of the above

This is the definition of a community of fantasy.

Chapter - Chapter 03 #88
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

89. Which of the following is an e-business challenge?
(p. 90)
- A. Improved information content
 - B. Increased convenience
 - C. Decreased cost
 - D. Increasing liability**

Increased liability is an e-business challenge.

Chapter - Chapter 03 #89
Gradable: automatic
Learning Outcome: 3.5
Level: Medium

90. Which of the following is an e-business benefit?
(p. 90)
- A. Adhering to taxation rules
 - B. Protecting customers
 - C. Decreased cost**
 - D. Increasing liability

Decreased cost is an e-business benefit.

Chapter - Chapter 03 #90
Gradable: automatic
Learning Outcome: 3.5
Level: Medium

91. Which of the following is not a valid type of e-marketplace revenue model?
(p. 90-91)
- A. Loyalty fee**
 - B. Subscription fee
 - C. Advertising fee
 - D. Fees for value-added services

A loyalty fee is not a valid type of e-marketplace revenue model.

Chapter - Chapter 03 #91
Gradable: automatic
Learning Outcome: 3.5
Level: Medium

92. What is the name of a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet—a more mature, distinctive medium characterized by user participation, openness, and network effects:
(p. 71)
- A. Web 2.0**
 - B. Web 3.0
 - C. WWW 2.0
 - D. Internet 2.0

Definition

Chapter - Chapter 03 #92
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

93. Which one of the following is a C2C type of community?
(p. 86)
- A. Communities of interest
 - B. Communities of relations
 - C. Communities of fantasy
 - D. All of the above**

These are all types of C2C communities.

Chapter - Chapter 03 #93
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

94. What is a Web site or Web application that uses content from more than one source to create a completely new service.
(p. 72)
- A. Net mashup
 - B. Interweb mashup
 - C. WWW mashup
 - D. Web mashup**

Web mashup is a Web site or Web application that uses content from more than one source to create a completely new service.

Chapter - Chapter 03 #94
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

95. The term Web 3.0 encompasses one of the following
(p. 73)
- A. Transforming the Web into a database.
 - B. An evolutionary path to artificial intelligence.
 - C. The realization of semantic Web and service-oriented architecture.
 - D. All of the above**

Definition

Chapter - Chapter 03 #95
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

96. Business-to-consumer applies to any business that sells its products or services to consumers over the Internet.
(p. 84)
- TRUE**

Business-to-consumer applies to any business that sells its products or services to consumers over the Internet.

Chapter - Chapter 03 #96
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

97. Web 2.0's vast disruptive impact is almost over.

(p. 71)

FALSE

Web 2.0 is a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet—a more mature, distinctive medium characterized by user participation, openness, and network effects.

Chapter - Chapter 03 #97
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

98. By 2014, the web will be accessed by mobile devices more than desktops.

(p. 71)

TRUE

Prediction

Chapter - Chapter 03 #98
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

99. Web mashup is a Web site or Web application that uses content from more than one source to create a completely new service.

(p. 72)

TRUE

Definition

Chapter - Chapter 03 #99
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

100. Application programming interface(API), is a set of routines, protocols, and tools for building software applications.

(p. 72)

TRUE

Application programming interface(API), is a set of routines, protocols, and tools for building software applications.

Chapter - Chapter 03 #100
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

101. Many companies are building intranets as they begin to realize the benefit of offering individuals outside the organization access to intranet-based information and application software such as order processing.

(p. 7)

FALSE

An extranet is an intranet that is available to strategic allies (such as customers, suppliers, and partners).

Chapter - Chapter 03 #101
Gradable: automatic
Learning Outcome: 3.2
Level: Medium

102. Disruptive technology tends to provide us with better, faster, and cheaper products.
(p. 67) **FALSE**

Sustaining technology tends to provide us with better, faster, and cheaper products.

Chapter - Chapter 03 #102
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

103. Disruptive and new technologies typically cut into the low-end of the marketplace and eventually evolve to displace high-end competitors and their reigning technologies.
(p. 67) **TRUE**

Disruptive and new technologies typically cut into the low-end of the marketplace and eventually evolve to displace high-end competitors and their reigning technologies.

Chapter - Chapter 03 #103
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

104. Dell computers ranks highest on the list for expecting returns from new investments.
(p. 67) **TRUE**

This is true according to the disruptive versus sustaining technology figure.

Chapter - Chapter 03 #104
Gradable: automatic
Learning Outcome: 3.1
Level: Hard

105. Information reach refers to the number of people a business can communicate with, on a global basis.
(p. 71) **TRUE**

Information reach refers to the number of people a business can communicate with, on a global basis.

Chapter - Chapter 03 #105
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

106. What is best for an organization's current business could ruin it in the long term.
(p. 67) **TRUE**

What is best for an organization's current business could ruin it in the long term.

Chapter - Chapter 03 #106
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

107. Electronic data interchange (EDI) is a standard format for exchanging business data.
(p. 87) **TRUE**

This is the definition of EDI.

Chapter - Chapter 03 #107
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

108. A click-through is a count of the number of people who visit one site and click on an advertisement that takes them to the site of the advertiser.

TRUE

This is the definition of click-through.

Chapter - Chapter 03 #108
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

109. E-government involves the use of strategies and technologies to transform government(s) by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer within all branches of government

TRUE

This is the definition of e-government.

Chapter - Chapter 03 #109
Gradable: automatic
Learning Outcome: 3.5
Level: Easy

110. Content providers are companies that use the Internet to distribute copyrighted content, including news, music, games, books, movies, and many other types of information.

TRUE

This is the definition of content provider.

Chapter - Chapter 03 #110
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

111. Online brokers act as intermediaries between buyers and sellers of goods and services.

TRUE

This is the definition of online brokers.

Chapter - Chapter 03 #111
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

112. E-business is the buying and selling of goods and services over the Internet.

FALSE

E-commerce is the buying and selling of goods and services over the Internet.

Chapter - Chapter 03 #112
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

113. E-commerce is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners.

(p. 78)

FALSE

E-business is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners.

Chapter - Chapter 03 #113
Gradable: automatic
Learning Outcome: 3.2
Level: Easy

114. E-business is something that a business can just go out and buy.

(p. 78)

FALSE

E-business is not something that a business can just go out and buy.

Chapter - Chapter 03 #114
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

115. An e-business model is an approach to conducting electronic business on the Internet.

(p. 83)

TRUE

An e-business model is an approach to conducting electronic business on the Internet.

Chapter - Chapter 03 #115
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

116. ARPANET was the initial name of the Internet.

(p. 69)

TRUE

ARPANET was the initial name of the Internet.

Chapter - Chapter 03 #116
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

117. The geographic divide occurs when those with access to technology have great advantages over those without access to technology.

(p. 70)

FALSE

The digital divide occurs when those with access to technology have great advantages over those without access to technology.

Chapter - Chapter 03 #117
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

118. A secure electronic _____ is a transmission security method that ensures transactions are secure and legitimate.

(p. 89)

Transaction

Chapter - Chapter 03 #118
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

119. Web 2.0's vast _____ impact is just beginning.
(p. 71) **disruptive**

Chapter - Chapter 03 #119
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

120. By 2014, the web will be accessed by _____ outnumber desktop computers.
(p. 71) **mobile**

Chapter - Chapter 03 #120
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

121. A _____ is a Web site that offers a broad array of resources and services, such as e-mail, online discussion groups, search engines, and online shopping malls.
(p. 75) **portal**

Chapter - Chapter 03 #121
Gradable: automatic
Learning Outcome: 3.2
Level: Medium

122. A(n) _____ technology is a new way of doing things that initially does not meet the needs of existing customers.
(p. 67) **Disruptive**

Chapter - Chapter 03 #122
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

123. A(n) _____ technology produces an improved product customers are eager to buy.
(p. 67) **Sustaining**

Chapter - Chapter 03 #123
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

124. According to Christensen, companies may have placed too great an emphasis on satisfying customer's _____ needs, while neglecting to adopt new disruptive technology that will meet customer's future needs.
(p. 68) **Current**

Chapter - Chapter 03 #124
Gradable: automatic
Learning Outcome: 3.1
Level: Medium

125. _____ technologies tend to provide us with better, faster, and cheaper products such as a faster car or larger hard drive.
(p. 67) **Sustaining**

Chapter - Chapter 03 #125
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

126. The Innovator's _____ is a book by Clayton M. Christensen.
(p. 67) **Dilemma**

Chapter - Chapter 03 #126
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

127. The _____ is a global public network of computer networks that pass information from one to another using common computer protocols.
(p. 69) **Internet**

Chapter - Chapter 03 #127
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

128. _____ are the standards that specify the format of data as well as the rules to be followed during transmission.
(p. 69) **Protocols**
- Chapter - Chapter 03 #128
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*
129. The WWW is a global _____ system that uses the Internet as its transport mechanism.
(p. 70) **Hypertext**
- Chapter - Chapter 03 #129
Gradable: automatic
Learning Outcome: 3.1
Level: Medium*
130. Information _____ refers to the depth and breadth of information transferred between customers and businesses.
(p. 71) **Richness**
- Chapter - Chapter 03 #130
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*
131. The digital _____ occurs when those with access to technology have great advantages over those without access to technology.
(p. 70) **Divide**
- Chapter - Chapter 03 #131
Gradable: automatic
Learning Outcome: 3.1
Level: Easy*
132. _____ is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners.
(p. 78) **E-business**
- Chapter - Chapter 03 #132
Gradable: automatic
Learning Outcome: 3.3
Level: Easy*
133. _____ is the buying and selling of goods and services over the Internet.
(p. 78) **E-commerce**
- Chapter - Chapter 03 #133
Gradable: automatic
Learning Outcome: 3.3
Level: Easy*
134. An _____ model is an approach to conducting electronic business on the Internet.
(p. 83) **E-business**
- Chapter - Chapter 03 #134
Gradable: automatic
Learning Outcome: 3.3
Level: Easy*
135. Business-to-consumer applies to any _____ that sells its products or services to consumers over the Internet.
(p. 85) **Business**
- Chapter - Chapter 03 #135
Gradable: automatic
Learning Outcome: 3.3
Level: Medium*
136. Business-to-business applies to businesses buying from and selling to each other over the _____.
(p. 84) **Internet**
- Chapter - Chapter 03 #136
Gradable: automatic
Learning Outcome: 3.3
Level: Medium*

137. Consumer-to-consumer applies to sites primarily offering goods and services to assist _____ interacting with each other over the Internet.

Consumers

Chapter - Chapter 03 #137
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

138. Consumer-to-business applies to any _____ that sells a product or service to a business over the Internet.

Consumer

Chapter - Chapter 03 #138
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

139. Electronic _____ are interactive business communities providing a central market space where multiple buyers and sellers can engage in e-business activities.

Marketplaces

Chapter - Chapter 03 #139
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

140. A(n) _____ is a version of a retail store where customers can shop at any hour of the day without leaving their home or office.

E-shop

Chapter - Chapter 03 #140
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

141. A(n) _____ serves as a gateway through which a visitor can access other e-shops.

E-mail

Chapter - Chapter 03 #141
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

142. _____ and-mortar business operates in a physical store without an Internet presence.

Brick

Chapter - Chapter 03 #142
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

143. Expeida.ca is an example of a _____ -play business.

Pure

Chapter - Chapter 03 #143
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

144. Future Shop is an example of a _____ -and-mortar business.

Click

Chapter - Chapter 03 #144
Gradable: automatic
Learning Outcome: 3.3
Level: Medium

145. A(n) _____ online auction occurs when sellers use it as a selling channel to many buyers and the highest bid wins.

Forward

Chapter - Chapter 03 #145
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

146. A community of _____ is where people come together to share certain life experiences.
(p. 86) **Relations**
- Chapter - Chapter 03 #146
Gradable: automatic
Learning Outcome: 3.3
Level: Easy*
147. _____ cost is an e-business benefit.
(p. 90) **Decreased**
- Chapter - Chapter 03 #147
Gradable: automatic
Learning Outcome: 3.5
Level: Easy*
148. _____ liability is an e-business challenge.
(p. 90) **Increased**
- Chapter - Chapter 03 #148
Gradable: automatic
Learning Outcome: 3.5
Level: Easy*
149. _____ global reach is an e-business benefit.
(p. 90) **Increased**
- Chapter - Chapter 03 #149
Gradable: automatic
Learning Outcome: 3.5
Level: Easy*
150. _____ customer loyalty is an e-business benefit.
(p. 90) **Increased**
- Chapter - Chapter 03 #150
Gradable: automatic
Learning Outcome: 3.5
Level: Easy*
151. Mobile commerce, or _____, is the ability to purchase goods and services through a wireless Internet-enabled device
(p. 91) **M-commerce**
- Chapter - Chapter 03 #151
Gradable: automatic
Learning Outcome: 3.5
Level: Easy*
152. _____ refers to using the Internet to reassemble buyers, sellers, and other partners in a traditional supply chain in new ways.
(p. 80) **Reintermediation**
- Chapter - Chapter 03 #152
Gradable: automatic
Learning Outcome: 3.4
Level: Easy*
153. _____ are agents, software, or businesses that bring buyers and sellers together that provide a trading infrastructure to enhance e-business.
(p. 82) **Intermediaries**
- Chapter - Chapter 03 #153
Gradable: automatic
Learning Outcome: 3.4
Level: Easy*
154. _____ providers are companies that use the Internet to distribute copyrighted content, including news, music, games, books, movies, and many other types of information.
(p. 81) **Content**
- Chapter - Chapter 03 #154
Gradable: automatic
Learning Outcome: 3.4
Level: Easy*

155. _____ brokers act as intermediaries between buyers and sellers of goods and services.

(p. 81)

Online

Chapter - Chapter 03 #155
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

156. _____ measures the visitor interactions with the target ad.

(p. 82)

Interactivity

Chapter - Chapter 03 #156
Gradable: automatic
Learning Outcome: 3.4
Level: Easy

157. _____ is the B2B purchase and sale of suppliers and services over the Internet.

(p. 88)

E-procurement

Chapter - Chapter 03 #157
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

158. A _____ socket layer (1) creates a secure and private connection between a client and server computer, (2) encrypts the information, and (3) sends the information over the Internet.

(p. 89)

Secure

Chapter - Chapter 03 #158
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

159. _____ scrambles information into an alternative form that requires a key or password to decrypt the information.

(p. 89)

Encryption

Chapter - Chapter 03 #159
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

160. _____ was the initial name of the Internet.

(p. 69)

ARPANET

Chapter - Chapter 03 #160
Gradable: automatic
Learning Outcome: 3.1
Level: Easy

161. A(n) _____ is a small file deposited on a hard drive by a Web site containing information about customers and their browsing activities.

(p. 82)

Cookie

Chapter - Chapter 03 #161
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

162. A(n) _____ is a box running across a Web site that advertises the products and services of another business, usually another e-business.

(p. 82)

Banner-ad

Chapter - Chapter 03 #162
Gradable: automatic
Learning Outcome: 3.3
Level: Easy

163. Define m-commerce and explain how an e-government could use it to increase its efficiency and effectiveness.
(p. 91-92)

Mobile commerce, or m-commerce, is the ability to purchase goods and services through a wireless Internet-enabled device. E-government involves the use of strategies and technologies to transform government(s) by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer within all branches of government(s). E-governments could use m-commerce to facilitate the exchange of goods and services between the different branches of government and citizens. People could pay their taxes through an m-commerce device or receive a disability payment or social security payment to their m-commerce device making the process of receiving and distributing payments more efficient and effective for everyone.

*Chapter - Chapter 03 #163
Gradable: manual
Learning Outcome: 3.5
Level: Medium*

164. What are the raw demographic and technological drivers of Web 2.0:
(p. 71-72)

One billion people around the globe now have access to the Internet. Mobile devices outnumber desktop computers by a factor of two. Nearly 50 percent of all U.S. Internet access is now via always-on broadband connections.^{10B} Combine these drivers with the fundamental laws of social networks and lessons from the Web's first decade, and you get Web 2.0, the next-generation, user-driven, intelligent Web: In the first quarter of 2006, MySpace.com signed up 280,000 new users each day and had the second most Internet traffic of any Web site. By the second quarter of 2006, 50 million blogs were created—new ones were added at a rate of two per second. In 2005, eBay conducted 8 billion API-based Web services transactions.^{10C}

*Chapter - Chapter 03 #164
Gradable: manual
Learning Outcome: 3.1
Level: Medium*

165. Compare disruptive and sustaining technologies.
(p. 66-67)

Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers. Disruptive technologies redefine the competitive playing fields of their respective markets. Disruptive technologies tend to open new markets and destroy old ones. Disruptive technologies typically cut into the low end of the marketplace and eventually evolve to displace high-end competitors and their reigning technologies. Sustaining technology produces an improved product customers are eager to buy, such as a faster car or larger hard drive. Sustaining technologies tend to provide us with better, faster, and cheaper products in established markets. Sustaining technologies virtually never lead in markets opened by new and disruptive technologies.

*Chapter - Chapter 03 #165
Gradable: manual
Learning Outcome: 3.1
Level: Medium*

166. Explain the Innovator's dilemma.
(p. 67-68)

The Innovator's dilemma is a book by Clayton M. Christensen that discusses how established companies can take advantage of disruptive technologies without hindering existing relationships with customers, partners, and stakeholders. Christensen believes that these companies placed too great an emphasis on satisfying customer's current needs, while forgetting to adopt new disruptive technology that will meet customer's future needs, thus causing the companies to eventually fall behind.

*Chapter - Chapter 03 #166
Gradable: manual
Learning Outcome: 3.1
Level: Medium*

167. Identify three companies that are expecting the majority of their returns on new investments.
(p. 67)

(1) Dell Computer, 78%. (2) Johnson & Johnson, 66%. (3) Proctor & Gamble, 62%.

Chapter - Chapter 03 #167
Gradable: manual
Learning Outcome: 3.1
Level: Hard

168. Identify three companies that capitalized on disruptive technologies and explain the technology.
(p. 68)

(1) Apple, iPod, iPhone, and iPad, (2) Charles Schwab, online brokerage (3) Hewlett-Packard, microprocessor-based computers, ink-jet printers (4) IBM, minicomputers, personal computers, (5) Intel, low-end microprocessors, (6) Intuit, QuickBooks, TurboTax, Quicken, (7) Microsoft, Operating system, SQL, Access, Internet-based computing, (8) Oracle, database, (9) Quantum, 3.5-inch drives, (10) Sony, transistor-based consumer electronics.

Chapter - Chapter 03 #168
Gradable: manual
Learning Outcome: 3.1
Level: Medium

169. Explain how the Internet caused disruption among businesses.
(p. 66-68)

The Internet has completely disrupted the way businesses operate, employees communicate, and products are developed and sold. Here are a few examples: Travel site Expedia.ca is now one of Canada's biggest leisure-travel agencies. \$40 billion annual online music downloads are wrecking the traditional music business. Dell increases profit margins while cutting prices by using the Internet to link suppliers and customers. eBay is on track to become one of Canada's top retailers.

Chapter - Chapter 03 #169
Gradable: manual
Learning Outcome: 3.1
Level: Medium

170. Define the relationship between the Internet and the World Wide Web.
(p. 69)

The Internet is a global public network of computer networks that pass information from one to another using common computer protocols. The World Wide Web is a global hypertext system that uses the Internet as its transport mechanism. The World Wide Web operates on the Internet.

Chapter - Chapter 03 #170
Gradable: manual
Learning Outcome: 3.1
Level: Medium

171. Describe the Internet's impact on information along with how these changes are affecting
(p. 70-71) businesses.

The Internet has changed the way the world accesses, views, finds, and uses information. Easy to compile-searching for information on products, prices, customers, suppliers, and partners is faster and easier when using the Internet Increased richness-Businesses and customers can collect and track more detailed information when using the Internet. Increased reach-Businesses can share information with numerous customers all over the world. Improved content-Content and product description establish the common understanding between both parties to the transaction.

Chapter - Chapter 03 #171
Gradable: manual
Learning Outcome: 3.1
Level: Medium

172. Describe how IT accelerates and enhances e-business.
(p. 78)

IT accelerates and enhances e-business through the multiple opportunities a business can touch customers, enrich products and services with information, and reduce costs. IT maximizes convenience, and improves communications globally.

Chapter - Chapter 03 #172
Gradable: manual
Learning Outcome: 3.2
Level: Medium

173. Differentiate between B2B and B2C e-business models.
(p. 8-85)

B2B applies to companies buying from and selling to each other over the Internet. B2C applies to any business or organization that sells its products or services to consumers over the Internet.

Chapter - Chapter 03 #173
Gradable: manual
Learning Outcome: 3.3
Level: Medium

174. Compare the four types of e-business models.
(p. 84-86)

Business-to-business (B2B) Applies to businesses buying from and selling to each other over the Internet. Business-to-consumer (B2C) Applies to any business that sells its products or services to consumers over the Internet. Consumer-to-business (C2B) Applies to any consumer that sells a product or service to a business over the Internet. Consumer-to-consumer (C2C) Applies to sites primarily offering goods and services to assist consumers interacting with each other over the Internet. The primary difference between B2B and B2C are the customers; B2B customers are other businesses while B2C markets to consumers. Overall, B2B relations are more complex and have higher security needs; plus B2B is the dominant e-business force, representing 80 percent of all online business.

Chapter - Chapter 03 #174
Gradable: manual
Learning Outcome: 3.3
Level: Medium

175. Describe the benefits and challenges associated with e-business.
(p. 90)

e-business is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners. E-business benefits include: Highly accessible, Increased customer loyalty, Improved information content, Increased convenience, Increased global reach, Decreased cost. E-business challenges include: Protecting consumers, Leveraging existing systems, Increasing liability, Providing security, Adhering to taxation rules

Chapter - Chapter 03 #175
Gradable: manual
Learning Outcome: 3.5
Level: Medium

176. Explain the differences among e-shops, e-malls, and online auctions.
(p. 85)

An e-shop is a version of a retail store where customers can shop at any hour of the day without leaving their home or office. An e-mall consists of a number of e-shops; it serves as a gateway through which a visitor can access other e-shops. An online auction is a place where buyers and sellers come together to auction items and prices are determined dynamically.

Chapter - Chapter 03 #176
Gradable: manual
Learning Outcome: 3.3
Level: Medium

177. Describe the four common tools an organization can use to access Internet information.
(p. 74-75)

An organization can use four common tools to access Internet information. Intranet-an internalized portion of the Internet, protected from outside access, that allows an organization to provide access to information and application software to only its employees. Extranet-an intranet that is available to strategic allies (such as customers, suppliers, and partners) Portal-a Web site that offers a broad array of resources and services, such as e-mail, online discussion groups, search engines, and online shopping malls. Kiosk-a publicly accessible computer system that has been set up to allow interactive information browsing.

*Chapter - Chapter 03 #177
Gradable: manual
Learning Outcome: 3.2
Level: Medium*

178. Compare ISPs, OSPs, and ASPs. Be sure to include an overview of common services provided by each.
(p. 75-77)

There are three common forms of service providers including: Internet service provider (ISP)-a company that provides individuals and other companies' access to the Internet along with additional related services, such as Web site building. Many but not all ISPs are telephone companies. ISPs provide services such as Internet transit, domain name registration and hosting, dial-up or DSL access, leased line access, and collocation. ISPs mostly provide access to the Internet and charge a monthly access fee to the consumer. Online service provider (OSP)-offers an extensive array of unique services such as its own version of a Web browser. An OSP offers services such as access to private computer networks and information resources such a bulletin boards, downloadable programs, news articles, chat rooms, and electronic mail services. Application service provider (ASP)-a company that offers an organization access over the Internet to systems and related services that would otherwise have to be located in personal or organizational computers. Software offered using an ASP model is also sometimes called On-demand software. The most limited sense of this business is that of providing access to a particular application program (such as medical billing) using a standard protocol such as HTTP. The need for ASPs has evolved from the increasing costs of specialized software that have far exceeded the price range of small to medium sized businesses. As well, the growing complexities of software have lead to huge costs in distributing the software to end-users. Through ASPs, the complexities and costs of such software can be cut down. In addition, the issues of upgrading have been eliminated from the end-firm by placing the onus on the ASP to maintain up-to-date service.

*Chapter - Chapter 03 #178
Gradable: manual
Learning Outcome: 3.2
Level: Medium*

179. Describe how marketing, sales, financial services, and customer service departments can use e-business to increase revenues or reduce costs.
(p. 82-88)

Marketing and sales departments can use Internet marketing strategies such as online ads, associate programs, viral marketing, mass customization, personalization, blogs, and podcasting to increase the company's visibility. These types of marketing techniques provide an easy way to penetrate a new geographic territory and extend global reach. Large, small, or specialized businesses can use their online sales sites to sell on a worldwide basis with little extra cost. Accounting departments can use e-business to help distribute information with greater convenience and richness than is currently available. They can also offer a variety of online payment methods such as financial cybermediaries, electronic checks, electronic bill presentment and payment, electronic data interchange, financial EDI, and digital wallets. Customer service departments can use e-business to enable customers to help themselves with the communications capability of a traditional customer response system available 24 x 7 over the Internet.

*Chapter - Chapter 03 #179
Gradable: manual
Learning Outcome: 3.3
Level: Medium*

180. Explain why an organization would use metrics to determine a Web site's success.
(p. 82-88)

Without metrics there is no way to determine if a Web site is successful. Web site metrics allow an organization to determine the efficiency and effectiveness of its site. Interactivity measures the visitor's interactions with the target ad. Such interaction measures include the duration of time the visitor spends viewing the ad, the number of pages viewed, and even the number of repeat visits to the target ad.

*Chapter - Chapter 03 #180
Gradable: manual
Learning Outcome: 3.4
Level: Medium*

181. Identify the different types of e-government business models.
(p. 91-92)

Recent business models that have arisen to enable organizations to take advantage of the Internet and create value are within e-government. E-government involves the use of strategies and technologies to transform government(s) by improving the delivery of services and enhancing the quality of interaction between the citizen-consumer within all branches of government. Consumer-to-government, government-to-business, government-to-consumer, and government-to-government are a few of the new e-government business models.

*Chapter - Chapter 03 #181
Gradable: manual
Learning Outcome: 3.5
Level: Medium*

182. According to Dave Fleet, Vice President of Digital, Edelman Canada, what are the best practices for taking advantage of trends in social media?
(p. 93)

Dave Fleet, Vice President of Digital, Edelman Canada, an innovative global PR firm, the best practices needed to ensure that a company will be able to take advantage of the trends in social media are: 1) integrating social media with all other forms of corporate communication and business functions; 2) using social customer support; 3) realizing that its influence is maturing and it is no longer about reaching out—it is about providing thought leadership and expertise, and social media can be the tool to do this; and 4) realizing that social impacts drive reputation.

*Chapter - Chapter 03 #182
Gradable: manual
Learning Outcome: 3.5
Level: Medium*

03 Summary

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