

# Ch.10 quiz



**ASSIGN  
BUSTER**

In 2015, \_\_\_\_\_ million Americans purchased something online. 171

E-commerce began in \_\_\_\_\_ when Netscape earned their first online advertisement from a major corporation. 1995

Among the eight unique features of e-commerce, which is related to the ability to interact with web technology everywhere? Ubiquity

Among the eight unique features of e-commerce, which is related to a consumer being engaged with an immersive multimedia experience?

Richness

The benefit of a consumer being able to look online to find a variety of different prices for the same product is called \_\_\_\_\_. Price transparency

The benefit of a consumer being able to look online to determine the actual cost a business pays for products is called \_\_\_\_\_. Cost transparency

The San Francisco Giants sell tickets based on \_\_\_\_\_, where the prices often change based on demand and other variables. Dynamic pricing

Which of the following businesses uses the content provider Internet business model? itunes or netflix

Which of the following businesses uses the portal Internet business model?

Google, Bing, Yahoo, Facebook, MSN, and AOL

Twitter and Facebook are both examples of the \_\_\_\_\_ Internet Business Model. Community Provider

Micropayment systems allow for high-volume, low-cost transactions.

\_\_\_\_\_ is considered the largest micropayment system in the world. Apple

Paying an online journal a monthly fee for access to its content is called the

\_\_\_\_\_ model. Subscription Revenue

Sending customers to a website for a referral fee is called the \_\_\_\_\_

model. Affiliate Revenue

Businesses retailing products and services directly via the Internet to individual consumers best describes \_\_\_\_\_. B2C electronic commerce.

Ebay is an example of C2C

Tools that record customer activities at websites and store them in a log for further analysis are called \_\_\_\_\_. clickstream tracking

\_\_\_\_\_ services can tell you the price of a house you are looking at or about special exhibits at a museum you are passing. Geo information

If two people are trading coins and one has far more knowledge about the hobby than the other, this is called \_\_\_\_\_. information asymmetry

Which of the following statements is FALSE regarding Pandora's Internet business model? Pandora attracted new users by allowing them to download music for free.

The social commerce feature that includes a stream of events to create a history for friends to view is/are called \_\_\_\_\_. Timeline

The social commerce feature that enables a consumer to log into sites through Facebook is called a \_\_\_\_\_ . Social Sign on

\_\_\_\_\_ refers to the tracking of individuals on thousands of websites for the purpose of understanding their interests and intentions. Behavioral targeting

Which of the following is FALSE about Electronic Data Interchange (EDI)? EDI is a larger firm using a secure website to link to its suppliers and other key business partners.

Kickstarter. com is a popular \_\_\_\_\_ site where start-up companies' ideas are presented to perspective investors. Crowdsourcing

Which is NOT one of the phases in the timeline for the development of an e-commerce presence? Mobile implementation