

Chapter 10 essay



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Compared to traditional goods, digital goods incur less disintermediation. equivalent copying costs. higher marginal costs per unit. similar inventory costs. lower distribution costs. lower distribution costs.

Rich media advertisements are a sales-oriented marketing format.

TrueFalseFalse

In which of the following Internet business models does a merchant create an online digital environment that enables people with like interests to share information? service providerportaltransaction brokermarket creatorcommunity providercommunity provider

Disintermediation provides major benefits to the distributor. TrueFalseFalse

The lowered costs of information storage, processing, and communication, along with the improvement of data quality, has resulted in which unique quality of e-commerce? information densitycustomizationglobal reachinteractivityrichnessinformation density

The integration of video, audio, and text marketing messages into a single marketing message and consumer experience describes which dimension of e-commerce technology? personalization/customizationsocial technologyubiquityrichnessinteractivityrichness

Netflix's public announcement of a reward for a technology solution to its movie recommendation system is an example ofbehavioral targeting. crowdsourcing. social shopping. long-tail marketing. prediction markets. crowdsourcing.

What event marked the beginning of e-commerce? The first product sold online. The first paid advertisements placed on a Web site. The first e-mail sent. The first domain name registered. The first product advertised online. The first paid advertisements placed on a Web site.

Which of the following marketing formats is sales oriented, rather than branding oriented or a mix? lead generation search engine rich media video display ads search engine

Compared to traditional goods, digital goods have lower menu costs. greater pricing flexibility. higher inventory costs. higher production costs. lower marketing costs. greater pricing flexibility.

Which of the following is not one of four types of presence to be considered when building an E-commerce presence? offline media corporate social media Web site e-mail corporate

Exposing an individual to ads that are chosen and based on the recorded and analyzed online behavior of the individual is referred to as long tail marketing. crowdsourcing. behavioral targeting. online profiling. clickstream advertising. behavioral targeting.

The Internet enables _____ marketing, by leveraging the fact that there is always some demand, however small, for a product. behavior long-tail lead generation crowdsourcing prediction long-tail

Podcasting allows subscribers to listen to live, streaming radio and other audio content. True False False

_____ describes the concept that a large group of people is better at making good decisions than a single person. Outsourcing
Social graphing
Social search
Crowdsourcing
The wisdom of crowds
The wisdom of crowds

Which of the following Internet business models does Amazon.com use?
transaction broker
e-tailer
market creator
portal
content provider
e-tailer

Exchanges have become one of the most popular types of Net marketplace because they encourage competitive bidding that drives prices down.

True
False
False

A secure Web site that links a large firm to its suppliers and other key business partners is called a(n) e-hub.
net marketplace.
marketplace.
exchange.
private industrial network.
private industrial network.

In general, for digital goods, the marginal cost of producing another unit is about zero. True
False
True

In the affiliate revenue model, firms derive revenue by selling information or services through partner e-commerce sites. True
False
False

Varying a product's price according to the supply situation of the seller is called _____ pricing.
asymmetric
flexible
menu
dynamic
customized
dynamic

Web personalization is used primarily as a major marketing tool.

True
False
True

Based on your reading of the chapter, e-commerce is still in a revolutionary phase. widely accepted by consumers, although technology is still quickly

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changing. well entrenched as a form of modern commerce. declining as users lose interest. not yet fully accepted by consumers, although much of its driving technology is firmly in place. still in a revolutionary phase.

In the _____ revenue models, a firm offers some services for free but charges a subscription fee for premium services.

sales subscription free/freemium transaction fee affiliate free/freemium

Which of the following best illustrates the sales revenue model? eBay receives a small fee from a seller if a seller is successful in selling an item. Netflix charges customers a monthly fee for access to its library of movies. Apple accepts micropayments for single music track downloads. Flickr provides basic services for free, but charges a premium for advanced services. Epinions receives a fee after steering a customer to a participating Web site where he or she makes a purchase. Apple accepts micropayments for single music track downloads.

Information _____ exists when one party in a transaction has more information that is important for the transaction than the other party.

transparency asymmetry complexity discrimination asymmetry

A new social mobile app you are developing allows users to find friends who are logged in and within a 10-mile radius. This would be categorized as a _____ service.

geoinformation geosocial geomapping geolocating geoadvertising geoinformation

Which of the following is a milestone for the Web site development phase of building an e-commerce presence? Web presence mapfunctional Web siteWeb site planWeb mission statementsocial media planWeb site plan

eBay is an example ofB2B e-commerce. M-commerce. C2C e-commerce. P2P-commerce. B2C e-commerce. C2C e-commerce.

An example of the market creator business model is eBay, a C2C auction site. TrueFalseTrue

Information asymmetry exists when there is more information about one product than there is about a similar product. TrueFalseFalse

Which of the following best describes the digital social graph?

all of the relationships in an online communitya mapping of all online social relationshipsa person's direct and indirect relationshipsall of a person's closest digital relationshipsall of the online and offline relationships a person has

a mapping of all online social relationships

Viral marketing is like traditional word-of-mouth marketing except that it is spread via online communities. TrueFalseTrue

Advertising networks track a user's behavior at thousands of Web sites. TrueFalseTrue

E-commerce refers simply to the use of the Internet and the Web to transact business. TrueFalseTrue

Information density refers to the total amount and quantity of information delivered to consumers by merchants. richness complexity and content of a message. total amount and quantity of information available to all market participants. amount of information available to reduce price transparency. amount of physical storage space needed to store data about a specific entity, such as a product or consumer. total amount and quantity of information available to all market participants.

What is the primary benefit to consumers of disintermediation? higher quality greater choices faster service lower costs None, disintermediation primarily benefits manufacturers. lower costs

The process of sourcing goods and materials, negotiating with suppliers, paying for goods, and making delivery arrangements is called production. SCM. e-procurement. sourcing. procurement. procurement.

Which of the following is a marketing format that uses banner ads and pop-ups with interactive features? video ads search engine ads rich media ads e-mail ads display ads display ads

Digital goods are goods that are created with software. sold over digital networks. used with digital equipment. delivered digitally. produced digitally. delivered digitally.

The act of engaging consumers in a dialog that dynamically adjusts the experience to the individual describes which dimension of e-commerce technology? richness subiquity information density interactivity personalization/customization interactivity

The Internet shrinks information asymmetry. TrueFalseTrue

The behavioral targeting of ads results in consumers responding ten times more frequently than when delivered ads randomly. TrueFalseTrue

EDI standards that take advantage of network communications have yet to be fully implemented at the industry level. TrueFalseFalse

_____ refers to businesses selling goods and services electronically to individuals. B2C e-commerceM-commerceDisintermediationC2C e-commerceSocial e-commerceB2C e-commerce

In planning a robust e-commerce presence, you will want to consider the blog platform as part of your _____ presence. e-mailcommunitysocial mediaoffline mediaWeb sitesocial media

EDI is the use of Internet technologies for electronic data transactions. electronic data invoicing. slowly becoming the norm for B2B communications. the exchange between two organizations of standard transactions through a network. electronic delivery infrastructure. the exchange between two organizations of standard transactions through a network.

Switching costs are the merchants' costs of changing prices. TrueFalseFalse

Traditional online marketing, such as display ads, is still the majority of all online marketing. TrueFalseTrue

An example of the portal business model is Facebook. TrueFalseFalse

A third-party Net marketplace that connects many buyers and suppliers for spot purchasing is called a(n) private exchange. vertical market. private industrial network. e-hub. exchange. exchange.

Compared to digital markets, traditional markets have lower search costs. reduced asymmetry. higher delayed gratification effects. higher transaction costs. stronger network effects. higher transaction costs.

Indirect goods are not involved firsthand in the production process.

TrueFalseTrue

Reducing the business process layers in a distribution channel is called disintermediation. market transparency. market segmentation. BPR. network effects. disintermediation.

Which of the following statements about m-commerce is not true?

In 2014, mobile advertising is up over 80% from the previous year. M-commerce is the fastest growing form of e-commerce. In 2014, m-commerce represented about 19 percent of all e-commerce. Fifty-five percent of online retailers have m-commerce Web sites. In 2014, the main areas of growth are in online banking and location-based services.

In 2014, the main areas of growth are in online banking and location-based services.

Price transparency refers to the ability of consumers to discover what merchants actually pay for products. TrueFalseFalse

The effort required to locate a suitable product is called search costs. shopping costs. location costs. menu costs. price discrimination. search costs.

Geotargeting sends ads to users based on their shopping preferences. home addresses. GPS locations. Google Maps settings. web site behaviors. GPS locations.

Which of the following best illustrates the transaction fee revenue model?

Apple accepts micropayments for single music track downloads. Netflix charges customers a monthly fee for access to its library of movies. Flickr provides basic services for free, but charges a premium for advanced services. Epinions receives a fee after steering a customer to a participating Web site where he or she makes a purchase. eBay receives a small fee from a seller if a seller is successful in selling an item.

eBay receives a small fee from a seller if a seller is successful in selling an item.

Net marketplaces may either support contractual purchasing based on long-term relationships with designated suppliers or short-term spot purchasing.

TrueFalseTrue

Recent developments in e-commerce include all of the following except Internet-based models of computing, such as smartphone apps. social networking sites become a new platform for e-commerce. social sharing e-commerce sites extend the market creator business model. the online demographic of shoppers broadens to match that of ordinary shoppers. small

businesses continue to flood the e-commerce marketplace. Internet-based models of computing, such as smartphone apps.

Goods that are involved in the actual production process are referred to as purchasing goods, products, raw materials, direct goods, indirect goods, direct goods.

All of the following are activities related to establishing a Web presence except for affiliates, display, newsletters, apps, search, newsletters.

Intellectual property refers to all forms of human expression, both tangible and intangible. True False False

Content providers use _____ systems to process large amounts of very small monetary transactions cost-effectively. mobile payment affiliate revenue transaction fee micropayments subscription micropayment

_____ is a peer-to-peer market in which participants bet on the outcomes of current events, business, or social trends. A net marketplace A futures auction A private exchange Crowdsourcing A prediction market A prediction market

What standards are referred to when discussing universal standards as a unique feature of e-commerce? universal advertising and media format standards common spoken and written languages universal measuring standards Internet technology standards EDI standards common spoken and written languages

A marketplace extended beyond traditional boundaries and removed from a temporal and geographic location is called a(n)marketplace. net marketplace. e-hub. exchange. online marketplace. marketpace.

Which of the following best illustrates the affiliate revenue model?

Apple accepts micropayments for single music track downloads. Flickr provides basic services for free, but charges a premium for advanced services. Epinions receives a fee after steering a customer to a participating Web site where he or she makes a purchase. eBay receives a small fee from a seller if a seller is successful in selling an item. Netflix charges customers a monthly fee for access to its library of movies.

Epinions receives a fee after steering a customer to a participating Web site where he or she makes a purchase.

Selling the same goods to different targeted groups at different prices is calledprice gouging. cost customization. price discrimination. cost personalization. cost optimization. price discrimination.

Market creators

create revenue by providing digital content over the Web. generate revenue from advertising or from directing buyers to sellers. sell physical products directly to consumers or individual businesses. provide a digital environment where buyers and sellers can establish prices for products. save users money and time by processing online sales transactions.

provide a digital environment where buyers and sellers can establish prices for products.

Which of the following social commerce features allows social network sites to gather and distribute to others information about which products a user likes and dislikes? newsfeednetwork notificationsocial searchcollaborative shoppingsocial sign-onnetwork notification

All previous mass media in modern history, including the printing press, use a broadcast model where content is created in a central location by experts.

TrueFalseTrue

Behavioral targeting occurs at two levels: individual Web sites and through ISPs. TrueFalseFalse

Transaction brokers

sell physical products directly to consumers or individual businesses. save users money and time by processing online sales transactions. provide online meeting places where people with similar interests can communicate. generate revenue from advertising or from directing buyers to sellers. provide a digital environment where buyers and sellers can establish prices for products.

save users money and time by processing online sales transactions.

Net marketplaces

are more relationship oriented than private industrial networks. are industry owned or operate as independent intermediaries between buyers and

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sellers. are geared towards short-term spot purchasing. focus on continuous business process coordination between companies for supply chain management. typically consist of a large firm linking to its suppliers and partners.

are industry owned or operate as independent intermediaries between buyers and sellers.

_____ uses the community provider Internet business model.

eBayYahooGoogleiTunesTwitterTwitter

All of the following are unique features of e-commerce technology, except global reach. personalization/customization. universality. richness. interactivity. universality.

Retail consumer e-commerce is growing at single-digit rates. TrueFalseFalse

What is the difference between personalization and customization, as applied to e-commerce technologies?

Personalization refers to adjusting marketing messages for a consumer; customization refers to adjusting a product or service based on a user's preferences.

Customization refers to adjusting marketing messages for a consumer; personalization refers to adjusting a product or service based on a user's preferences.

There is no difference, both terms refer to changing a product or communication for the consumer.

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Customization is any type of adjustment made to a product by the user; personalization refers to a business changing a product or service for the user.

Personalization is any type of adjustment made to a product by the user; customization refers to a business changing a product or service for the user.

Personalization refers to adjusting marketing messages for a consumer; customization refers to adjusting a product or service based on a user's preferences.