

Chapter 10



Since the dot-com bubble burst of 2001, e-commerce revenues:

- have essentially stagnated.
- show signs of stabilizing.
- have returned to solid growth.
- have returned to exponential growth. have returned to solid growth.

Varying a product's price according to the supply situation of the seller is called _____ pricing.

- menu
- flexible
- dynamic
- asymmetricdynamicThe act of engaging consumers in a dialog that

dynamically adjusts the experience to the individual describes which dimension of e-commerce technology?

- ubiquity
- personalization/customization
- richness
- interactivityinteractivityTools that compare user behavior and interests to

make purchasing recommendations to users are called _____ tools.

- clickstream tracking
- customer tracking
- collaborative filtering
- filteringcollaborative filteringPodcasting allows subscribers to listen to live, streaming radio and other audio content.

- True
- FalseFalseIn the United States, m-commerce
- has become widely adopted.

- is still in its infancy.
- represents a major fraction of total e-commerce transactions.
- is growing, due to the emergence of 2G networks

Reducing the business process layers in a distribution channel is called

- disintermediation.
- BPR.
- market segmentation.
- network effects. disintermediation. In general, for digital goods, the marginal cost of producing another unit is about zero.
- True
- False Amazon. com uses Web personalization as a major marketing tool.
- True
- False The effort required to locate a suitable product is called
- price discrimination.
- search costs.
- menu costs.
- transparency costs. search costs Automobile manufacturing is an example of a vertical market.
- True
- False Which of the following is NOT one of the unique features of e-commerce technology?
 - information density
 - transparency
 - richness
 - social technology
- transparency Retail consumer e-commerce is still growing

at single-digit rates.

- True

- FalseFalseWeb sites cannot currently provide customers with call center interaction.

- True

- FalseFalseThe integration of video, audio, and text marketing messages into a single marketing message and consumer experience describes which dimension of e-commerce technology?

- ubiquity

- personalization/customization

- richness

- interactivityrichnessCompanies rarely use Web pages to analyze customer information.

- True

- FalseFalseWhich Internet business model is JR. com most closely aligned with?

- virtual storefront

- exchange

- transaction broker

- online marketplacevirtual storefrontEDI is

- the use of Internet technologies for electronic data transactions.

- the exchange between two organizations of standard transactions through a network.

- electronic data invoicing.

- electronic delivery infrastructure. the exchange between two organizations of standard transactions through a network. EDI standards that take

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advantage of network communications have yet to be fully implemented at the industry level.

- True
 - FalseFalseOnline marketplaces
 - save users money and time by processing online sales dealings.
 - provide a digital environment where buyers and sellers can establish prices for products.
 - create revenue by providing digital content over the Web.
 - sell physical products directly to consumers or individual businesses.
- provide a digital environment where buyers and sellers can establish prices for products. Disintermediation provides major benefits to the distributor.

- True
- FalseFalseA marketplace extended beyond traditional boundaries and removed from a temporal and geographic location is called a(n)
 - exchange.
 - marketpace.
 - online marketplace.
 - e-hub. marketpace. Which of the following Internet business models does Amazon. com use?
 - information broker
 - transaction broker
 - online service provider
 - virtual storefrontvirtual storefrontWhich Internet business model is Photobucket most closely aligned with?
 - service provider
 - content provider

- portal
 - social network service provider
- What strategy was implemented by Stonyfield Farm in its use of blogs?
- low-cost leadership
 - product differentiation
 - focus on market niche
 - strengthen customer and supplier intimacy
- strengthen customer and supplier intimacy
- An online syndicator aggregates content or applications from multiple sources, packaging them for distribution, and reselling them to third-party Web sites.
- True
 - False
- True
- Compared to digital markets, traditional markets have
- lower search costs.
 - stronger network effects.
 - higher delayed gratification effects.
 - higher transaction costs.
- higher transaction costs. Transaction brokers
- generate revenue from advertising or from directing buyers to sellers.
 - save users money and time by processing online sales dealings.
 - provide a digital environment where buyers and sellers can establish prices for products.
 - sell physical products directly to consumers or individual businesses.
- save users money and time by processing online sales dealings. 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.
- True
 - False
- True
- Businesses retailing products and services directly via the

Internet to individual consumers best describes

- B2B electronic commerce.
 - C2C electronic commerce.
 - M-commerce.
 - B2C electronic commerce. B2C electronic commerce. In general, for digital goods, the marginal cost of producing another unit is about zero.
 - True
 - False True Compared to digital markets, traditional markets have
 - lower search costs.
 - stronger network effects.
 - higher delayed gratification effects.
 - higher transaction costs. higher transaction costs. Podcasting allows subscribers to listen to live, streaming radio and other audio content.
 - True
 - False False Online marketplaces
 - save users money and time by processing online sales dealings.
 - provide a digital environment where buyers and sellers can establish prices for products.
 - create revenue by providing digital content over the Web.
 - sell physical products directly to consumers or individual businesses.
- provide a digital environment where buyers and sellers can establish prices for products. Tools that record customer activities at Web sites and store them in a log for further analysis are called _____ tools.
- clickstream tracking
 - customer tracking
 - collaborative filtering

- filtering clickstream tracking
 What strategy was implemented by Stonyfield Farm in its use of blogs?

- low-cost leadership

- product differentiation

- focus on market niche

- strengthen customer and supplier intimacy
 strengthen customer and supplier intimacy
 Net marketplaces

- focus on continuous business process coordination between companies for supply chain management.

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

- are geared towards short-term spot purchasing.

- are more relationship oriented than private industrial networks. are industry owned or operate as independent intermediaries between buyers and sellers. Amazon. com uses Web personalization as a major marketing tool.

- True

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

- ubiquity

- personalization/customization

- richness

- interactivity richness The Internet shrinks information asymmetry.

- True

- False True EDI is

- the use of Internet technologies for electronic data transactions.
- the exchange between two organizations of standard transactions through a network.
- electronic data invoicing.
- electronic delivery infrastructure. the exchange between two organizations of standard transactions through a network. Disintermediation provides major benefits to the distributor.
- True
- FalseFalseWhich of the following is an ad that opens automatically and does not disappear until the user clicks on it?
 - pop-up ad
 - controlled ad
 - portal ad
 - banner adpop-up adAn information broker provides product, pricing, and availability information to individuals and businesses and generates revenue from advertising or from directing buyers to sellers.
- True
- FalseTrueWhich of the following is NOT one of the categories of services that are popular for m-commerce?
 - location-based services
 - financial services
 - games and entertainment
 - e-bookse-booksWhich of the following is NOT a recent development in e-commerce?
 - growth of wireless Internet connections
 - online, interactive models for newspapers and other traditional media

- use of blogs as a commercial medium
- transformation of the music recording industry
- Compared to traditional goods, digital goods have
 - greater pricing flexibility.
 - lower marketing costs.
 - higher production costs.
 - higher inventory costs.
- greater pricing flexibility. Pure-play businesses
 - are an example of business-to-business electronic commerce.
 - do not sell a physical product.
 - are extensions of traditional bricks-and-mortar businesses.
 - did not have an earlier existing bricks-and-mortar business before they went to the Internet.
- did not have an earlier existing bricks-and-mortar business before they went to the Internet. Which of the following businesses utilizes the content provider Internet business model?
 - Amazon. com
 - eBay. com
 - CNN. com
 - Motocross. com
- CNN. com Digital goods are goods that are
 - produced digitally.
 - sold over digital networks.
 - delivered digitally.
 - used with digital equipment.
- delivered digitally. Since the dot-com bubble burst of 2001, e-commerce revenues:
 - have essentially stagnated.
 - show signs of stabilizing.
 - have returned to solid growth.

- have returned to exponential growth. have returned to solid growth. Which of the following Internet business models does Amazon. com use?

- information broker

- transaction broker

- online service provider

- virtual storefront virtual storefront Varying a product's price according to the supply situation of the seller is called _____ pricing.

- menu

- flexible

- dynamic

- asymmetric dynamic The organizational department responsible for handling customer service issues is the

- service center.

- customer support department.

- call center.

- sales department. call center. Consumers selling goods and services electronically to other consumers best describes:

- disintermediation.

- C2C electronic commerce.

- M-commerce.

- B2C electronic commerce. C2C electronic commerce. Reducing the business process layers in a distribution channel is called

- disintermediation.

- BPR.

- market segmentation.

- network effects. disintermediation. Why are companies interested in setting

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up MySpace profiles for their products?

- to bypass broadcast regulations for advertising to children
- to gather data on MySpace users linking to them
- to take advantage of free advertising
- to create personal relationships with consumers to bypass broadcast regulations for advertising to children

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

- Use of mobile handsets as payment devices is already well established in Europe, Japan, and South Korea.
- The cell phone in the United States is not connected to a wide network of financial institutions.
- Japanese cell phones act like mobile wallets, containing a variety of payment mechanisms.
- The three kinds of mobile payments systems used in Japan are mobile credit cards, mobile debit cards, and digital wallets. The three kinds of mobile payments systems used in Japan are mobile credit cards, mobile debit cards, and digital wallets. Information _____ exists when one party in a transaction has more information that is important for the transaction than the other party.
- transparency
- asymmetry
- complexity
- imbalance asymmetry eBay is an example of
- a click-and-mortar business.
- C2C electronic commerce.
- B2C electronic commerce.

- an online exchange. C2C electronic commerce. ONCHAPTER 10
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