

## CIT-15 Chapter 11 Study Guide

### Multiple Choice

Identify the choice that best completes the statement or answers the question.

- \_\_\_ 1. \_\_\_ is the term used to describe conducting business transactions—generally financial transactions—via communications technology.
- a. Internet-transaction
  - b. E-commerce
  - c. Net-commerce
  - d. Net-business
- \_\_\_ 2. The collection of hardware, software, people, policies, and strategies used to perform and support e-commerce is referred to as a(n) \_\_\_\_.
- a. Net-commerce system
  - b. Internet B-platform
  - c. e-commerce system
  - d. EB-platform
- \_\_\_ 3. Comparison shopping Web sites are sometimes called \_\_\_\_.
- a. shopping bots
  - b. shopping bags
  - c. shopping carts
  - d. e-shopping
- \_\_\_ 4. Because of the low overhead costs associated with \_\_\_\_, new e-commerce businesses can enter the marketplace relatively inexpensively.
- a. shopping carts
  - b. online stores
  - c. shopping bags
  - d. storebots
- \_\_\_ 5. Perhaps the biggest disadvantage of e-commerce from a customer standpoint is the \_\_\_\_.
- a. inability to return items
  - b. difficulty of using credit cards
  - c. risk of fraud
  - d. inability to see merchandise
- \_\_\_ 6. With the \_\_\_\_, businesses sell goods or services to individual consumers.
- a. business-to-consumer (B2C) model
  - b. business-to-government (B2G) model
  - c. business-to-business (B2B) model
  - d. consumer-to-consumer (C2C) model
- \_\_\_ 7. Web sites such Amazon.com, Walmart.com, Overstock.com, and BestBuy.com are examples of \_\_\_\_ sites.
- a. B2B
  - b. B2C
  - c. B2G
  - d. C2C
- \_\_\_ 8. When intermediary hubs specialize in a specific industry (such as healthcare), they are sometimes called \_\_\_\_ hubs.
- a. vertical
  - b. horizontal
  - c. centered
  - d. subscription
- \_\_\_ 9. The C2C model is also known as the \_\_\_\_ model.
- a. B2B
  - b. P2P
  - c. B2G
  - d. B2C
- \_\_\_ 10. Although B2C was initially expected to be the most prominent type of e-commerce business model, revenues from the \_\_\_\_ model are now expected to far surpass the B2C marketplace.
- a. C2C
  - b. B2G
  - c. B2B
  - d. B2E
- \_\_\_ 11. \_\_\_\_ businesses sell products and services to local, state, and federal government buyers.
- a. B2B
  - b. C2C
  - c. B2C
  - d. B2G
- \_\_\_ 12. Companies that follow the \_\_\_\_ do not sell goods or services directly to others, but instead bring buyers and sellers together within a specific industry or business process.
- a. business-to-government (B2G) model
  - b. person-to-person (P2P) model
  - c. business-to-business (B2B) model
  - d. intermediary hub model
- \_\_\_ 13. Some \_\_\_\_ (VOD) services (like Netflix) offer monthly subscriptions for unlimited movie rental downloads.

- a. video-on-demand
  - b. video-on-disk
  - c. video-on-delay
  - d. video-on-download
- \_\_\_ 14. \_\_\_ bring buyers and sellers together to facilitate transactions between the two parties.
- a. M-Brokers
  - b. E-tailers
  - c. Shop carts
  - d. Brokerage sites
- \_\_\_ 15. Although many online auction sites are designed for transactions between consumers, some small businesses also sell their products at consumer auction sites (such as \_\_\_), either in addition to, or instead of, maintaining an e-commerce Web site.
- a. PayPal
  - b. PriceGrabber.com
  - c. SimpleTech
  - d. eBay
- \_\_\_ 16. Instead of a formal auction with a specific ending time and an automatic winner, dynamic pricing sites—such as \_\_\_—allow buyers to bid on items or services listed for sale, and then the seller decides whether or not to accept each offer on an individual basis.
- a. PriceGrabber.com
  - b. eBay
  - c. Priceline.com
  - d. PayPal
- \_\_\_ 17. Common \_\_\_ activities include providing online order status information, links for tracking delivery shipments, downloadable product manuals, and online technical support, such as via e-mail or live chat.
- a. C2C
  - b. eCRM
  - c. eCMS
  - d. CBT
- \_\_\_ 18. \_\_\_ account numbers are essentially disposable credit card numbers that can be used to buy goods and services that will be charged to the customer's regular credit card.
- a. Temporary
  - b. Virtual
  - c. Prepaid
  - d. Online
- \_\_\_ 19. In order to accept credit cards, a business typically opens an e-commerce merchant account, also called a(n) \_\_\_\_.
- a. Internet merchant account
  - b. Net merchant account
  - c. Internet business account
  - d. Web card account
- \_\_\_ 20. \_\_\_ (owned by eBay) is an online payment service that allows individuals to transfer money easily from their online payment account to someone else's.
- a. SimpleTech
  - b. PayPal
  - c. Wal-Mart
  - d. eBay



- \_\_\_ 21. The figure above shows a(n) \_\_\_ credit card.
- a. B2B
  - b. B2C
  - c. VND
  - d. OTP
- \_\_\_ 22. For security purposes, PayPal users have the option of using a PayPal \_\_\_ during the logon process.
- a. Virtual Credit
  - b. Security Key
  - c. eBillme
  - d. eWallet
- \_\_\_ 23. \_\_\_ store checkout information in the customer's account for use with purchases on that site only.



- \_\_\_\_\_ 35. One option for online ads that is quickly moving into the forefront is the use of \_\_\_\_\_—that is, ads that are targeted to individuals based on their preferences, buying habits, or interests.
- a. behavioral targets
  - b. behavioral ads
  - c. preference ads
  - d. ad mining

### Case-Based Critical Thinking Questions

#### Case 11-1

John operates an online store, which he uses to sell homemade T-shirts and other articles of clothing.

- \_\_\_\_\_ 36. John recently received a contract to print T-shirts for the US Department of Justice. This is an example of a \_\_\_\_\_ transaction.
- a. B2C
  - b. B2B
  - c. B2G
  - d. C2C
- \_\_\_\_\_ 37. Some of John's customers want to buy Christmas presents for their friends, but are unsure of what to select. John should encourage these customers to purchase \_\_\_\_\_ that the recipients can redeem at a later date.
- a. digital wallets
  - b. digital gift certificates
  - c. smart cards
  - d. electronic storefronts
- \_\_\_\_\_ 38. John wants to reduce some of his day-to-day burden of inventory management and shipping. He should look into a(n) \_\_\_\_\_.
- a. order-fulfillment company
  - b. electronic storefront
  - c. brick-and-mortar store
  - d. smart card

### Case-Based Critical Thinking Questions

#### Case 11-2

Sharon is a photographer who works for various wildlife magazines. In order to save money, she buys used digital photography equipment from the Internet.

- \_\_\_\_\_ 39. Sharon has a different password for each Web site that she uses. However, she is afraid of forgetting some of these passwords and being unable to access her records. The best solution is for her to use \_\_\_\_\_.
- a. shopping cart software
  - b. storefront software
  - c. banner ads
  - d. a digital wallet
- \_\_\_\_\_ 40. Recently, Sharon won a contract to photograph exhibits at the National Zoo. However, the magazine that commissioned these photos is located in a different state. Sharon can use a \_\_\_\_\_ to authenticate the validity of any contracts she signs electronically.
- a. digital certificate
  - b. banner ad
  - c. digital wallet
  - d. permission-based ad