

## E-Business

1. The dimension of e-commerce that enables commerce across national boundaries is called \_\_\_\_\_.

- A. interactivity
- B. global reach
- C. richness
- D. ubiquity

View answer

Correct answer: (B)

global reach

2. The primary source of financing during the early years of e-commerce was \_\_\_\_\_.

- A. bank loans
- B. large retail firms
- C. venture capital funds
- D. initial public offerings

View answer

Correct answer: (C)

venture capital funds

3. The source of revenue in a subscription revenue model is \_\_\_\_\_.

- A. Fees from advertisers in exchange for advertisements
- B. Fees for business referrals
- C. Fees from subscribers in exchange for access to content or services
- D. Fees for enabling or execution a transaction

View answer

Correct answer: (C)

Fees from subscribers in exchange for access to content or services

4. Industry structure is defined as \_\_\_\_\_.

- A. the nature of the players in an industry and their relative bargaining power
- B. a set of plans for achieving long term returns on the capital invested in a business firm
- C. set of planned activities designed to result in a profit in a marketplace
- D. how a company's product or service fulfills the needs of customers

View answer

Correct answer: (A)

the nature of the players in an industry and their relative bargaining power

**5.** A situation where there are no differences among products or services, and the only basis of choosing products is price is known as \_\_\_\_\_.

- A. a value web
- B. value chain
- C. profit
- D. commoditization

View answer

Correct answer: (D)

commoditization

**6.** The component of TCP/IP that provides the Internet's addressing scheme and is responsible for the actual delivery of packets is \_\_\_\_\_.

- A. TCP
- B. IP
- C. the Network Layer
- D. the Application Layer

View answer

Correct answer: (B)

IP

**7.** Which of the following is not a limitation of the current Internet?

- A. insufficient capacity throughout the backbone
- B. network architecture limitations
- C. insufficient reach
- D. best-efforts QOS

View answer

Correct answer: (C)

insufficient reach

**8.** Internet users account for about \_\_\_\_\_ of the world's population.

- A. 7%
- B. 17%
- C. 27%
- D. 47%

View answer

Correct answer: (B)

17%

**9.** The largest component of a Web site budget is \_\_\_\_\_.

- A. system maintenance
- B. system development
- C. content design and development
- D. telecommunications

View answer

Correct answer: (A)

system maintenance

**10.** The set of standards for communication between a browser and a program running on a server that allows for interaction between the user and the server is known as \_\_\_\_\_.

- A. Active Server Pages (ASP)
- B. Java Server Pages (JSP)
- C. Common Gateway Interface (CGI)
- D. VBScript

View answer

Correct answer: (C)

Common Gateway Interface (CGI)

**11.** The most common type of Internet crime according to the IC3 is \_\_\_\_\_.

- A. Credit card fraud
- B. Check fraud
- C. Non-delivery
- D. Auction fraud

View answer

Correct answer: (D)

Auction fraud

**12.** When hackers flood a Web site with useless traffic to overwhelm the network, it is called \_\_\_\_\_.

- A. phishing
- B. pharming
- C. a Denial of Service (DoS) attack

D. spoofing

View answer

Correct answer: (C)

a Denial of Service (DoS) attack

**13.** A security plan begins with a(n) is \_\_\_\_\_.

- A. security policy
- B. risk assessment
- C. implementation plan
- D. security organization

View answer

Correct answer: (B)

risk assessment

**14.** \_\_\_\_\_ influence the behavior of others through their personality, skills, or other factors.

- A. Opinion leaders
- B. Direct reference groups
- C. Indirect reference groups
- D. Lifestyle groups

View answer

Correct answer: (A)

Opinion leaders

**15.** A(n) \_\_\_\_\_ represents data as two-dimensional tables with records organized in rows and attributes in columns.

- A. database management system
- B. data warehouse
- C. SQL query
- D. relational database

View answer

Correct answer: (D)

relational database

**16.** Creating multiple versions of information goods and selling essentially the same product to different market segments at different prices is called\_\_\_\_\_.

- A. versioning

- B. bundling.
- C. transactive content
- D. price discrimination

View answer

Correct answer: (A)  
versioning

**17.** Which of the following represents a limiting factor for the growth of e-commerce?

- A. Persistent cultural attraction of physical markets and traditional shopping experiences
- B. Inadequate selection of goods compared to physical marketplaces.
- C. E-commerce lacks the convenience of other methods of transacting business
- D. The potential audience for e-commerce is too low to support it as a widespread method of commerce

View answer

Correct answer: (A)

Persistent cultural attraction of physical markets and traditional shopping experiences

**18.** Which of the following is a measure of the percentage of purchasers who return to a Web site within a year?

- A. loyalty
- B. reach
- C. recency
- D. unique visitors

View answer

Correct answer: (A)  
loyalty

**19.** Which of the following statements about privacy is true?

- A. It is a moral right to be left alone
- B. Only corporations and government need to be concerned about it
- C. It has only just recently become a concern
- D. It is most easily obtained on the Internet

View answer

Correct answer: (A)

It is a moral right to be left alone

**20.** The redirection of traffic from a legitimate site to an infringing site is called \_\_\_\_\_.

- A. cybersquatting
- B. cyberpiracy
- C. metatagging
- D. keywording

View answer

Correct answer: (B)  
cyberpiracy

**21.** All of the following are acts Congress has passed or attempted to pass to protect children online except \_\_\_\_\_.

- A. Video Privacy Protection Act
- B. Children's Online Protection Act
- C. Communications Decency Act
- D. Children's Internet Protection Act

View answer

Correct answer: (A)  
Video Privacy Protection Act

**22.** All of the following are challenges to online retail except \_\_\_\_\_.

- A. Consumer concerns about the security of transactions
- B. Consumer concerns about the privacy of personal information given to Web sites
- C. Delays in delivery of goods when compared to store shopping
- D. Inability to change prices nearly instantly

View answer

Correct answer: (D)  
Inability to change prices nearly instantly

**23.** Which of the following is not one of the top three online career service providers?

- A. CareerBuilder
- B. Monster
- C. HotJobs
- D. USAJobs

View answer

Correct answer: (D)

USAJobs

**24.** Which of the following describes paid content's relation to free user-generated content?

- A. Free content jeopardizes paid content
- B. Paid content jeopardizes free content
- C. Free content and paid content can both work in tandem cooperatively
- D. Paid content is viable now but will not be in the future

View answer

Correct answer: (C)

Free content and paid content can both work in tandem cooperatively

**25.** What is the most commonly offered interactive feature of newspaper Web sites?

- A. video
- B. comments on blogs
- C. RSS feeds
- D. podcasts

View answer

Correct answer: (C)

RSS feeds

**26.** All of the following are characteristics of a social network except \_\_\_\_\_.

- A. involves a group of people
- B. features shared social interaction
- C. always feature shared goals and purposes
- D. common ties among members

View answer

Correct answer: (C)

always feature shared goals and purposes

**27.** Which of the following is not considered to be a drawback of Internet auctions?

- A. market inefficiency
- B. trust risks
- C. fulfillment costs
- D. delayed consumption costs

View answer

Correct answer: (A)  
market inefficiency

**28.** Which portal business model best describes Yahoo?

- A. general purpose portal
- B. affinity group based vertical market
- C. focused content based vertical market
- D. none of the above

View answer

Correct answer: (A)  
general purpose portal

**29.** All of the following are potential benefits of B2B e-commerce except\_\_\_\_\_.

- A. reduced amount of 'first-mover' advantages
- B. decreased product cycle time
- C. increased opportunities for collaborating with suppliers and distributors
- D. increased production flexibility

View answer

Correct answer: (A)  
reduced amount of 'first-mover' advantages

**30.** The two main types of Internet-based B2B commerce are\_\_\_\_\_.

- A. Net marketplaces and private industrial networks
- B. EDI and collaborative commerce
- C. Net marketplaces and collaborative commerce
- D. EDI and private industrial networks

View answer

Correct answer: (D)  
EDI and private industrial networks

**31.** \_\_\_\_\_ are networks that connect people within a company to each other and to the company network.

- A. Bitstreams
- B. Extranets
- C. Internets
- D. Intranets

View answer



Correct answer: (D)

Intranets

**32.** The type of website that is designed to build customer goodwill and to supplement other sales channels rather than sell the company's products directly is known as a \_\_\_\_\_ website.

- A. marketing
- B. click-and-mortar
- C. customer service
- D. corporate

View answer

Correct answer: (D)

corporate

**33.** A website offering content created by third party transparently to customers is an example of \_\_\_\_\_.

- A. Reintermediation
- B. Syndication
- C. Virtual Manufacturing
- D. Build-to-order

View answer

Correct answer: (B)

Syndication

**34.** E-commerce technologies have improved upon traditional commerce technologies in \_\_\_\_\_.

- A. richness
- B. reach
- C. both richness and reach
- D. neither richness nor reach

View answer

Correct answer: (C)

both richness and reach

**35.** All of the following are technologies used to gather information about you online except \_\_\_\_\_.

- A. spy ware
- B. cookies

- C. Gmail
- D. anonymizers

View answer

Correct answer: (D)  
anonymizers

**36.** All of the following are major B2C business models except \_\_\_\_\_.

- A. content provider
- B. industry consortium
- C. transaction broker
- D. service provider

View answer

Correct answer: (B)  
industry consortium

**37.** A perfect market is one in which \_\_\_\_\_.

- A. One firm develops an advantage based on a factor of production that other firms cannot purchase
- B. One participant in the market has more resources than the others
- C. there are no competitive advantages or asymmetries because all firms have equal access to all the factors to production
- D. competition is at a minimum, as each niche market within an industry is served by the company with the greatest competitive advantage

View answer

Correct answer: (C)  
there are no competitive advantages or asymmetries because all firms have equal access to all the factors to production

**38.** \_\_\_\_\_ is a program that you can run from the DOS prompt in the Windows operating system in order to check the connection between your client and the server.

- A. Ping
- B. Telnet
- C. Tracert
- D. SSL

View answer

Correct answer: (A)  
Ping

**39.** Which of the following is a new and disruptive Web feature or service?

- A. XML
- B. diffserv
- C. blogs
- D. CDMA

View answer

Correct answer: (C)

blogs

**40.** All of the following are steps in the systems development life cycle except \_\_\_\_\_.

- A. Systems Design
- B. Testing
- C. Implementation
- D. Debugging

View answer

Correct answer: (D)

Debugging

**41.** What Web server functionality allows it verify usernames and passwords and process certificates and encryption information?

- A. Processing of HTTP requests
- B. File Transfer Protocol
- C. Data capture
- D. Security services

View answer

Correct answer: (D)

Security services

**42.** The ability to change the product to better fit the needs of the customer is called \_\_\_\_\_.

- A. customization
- B. personalization
- C. privacy
- D. accessibility

View answer

Correct answer: (A)  
customization

**43.** All of the following are major categories of computer viruses except \_\_\_\_\_.

- A. Macro viruses
- B. File-infecting viruses
- C. Script viruses
- D. Trojan viruses

View answer

Correct answer: (D)  
Trojan viruses

**44.** The most widely used encryption standard is \_\_\_\_\_.

- A. Advanced Encryption Standard (AES)
- B. Data Encryption Standard (DES)
- C. Universal Encryption Standard (UES)
- D. Optimal Encryption Standard (OES)

View answer

Correct answer: (A)  
Advanced Encryption Standard (AES)

**45.** The most prevalent online payment method is \_\_\_\_\_.

- A. PayPal
- B. checks
- C. credit cards
- D. debit

View answer

Correct answer: (C)  
credit cards

**46.** Complete price transparency in a perfect information marketplace is necessary for \_\_\_\_\_ to take effect.

- A. Bertrand's Law
- B. the Law of Universal Prices
- C. the Law of One Price
- D. the Law of Perfect Commerce

View answer

Correct answer: (C)  
the Law of One Price

**47.** The process of getting customers to pass along a company's marketing message to friends, family, and colleagues is known as \_\_\_\_\_.

- A. affiliate marketing
- B. viral marketing
- C. permission marketing
- D. blog marketing

View answer

Correct answer: (B)  
viral marketing

**48.** E-business can be defined as \_\_\_\_\_.

- A. the uninhibited flow of information and goods on the Web
- B. the use of the Internet and the Web to transact business
- C. digitally enabled transactions and processes within an organization
- D. commercial transactions involving electronic goods

View answer

Correct answer: (C)  
digitally enabled transactions and processes within an organization

**49.** All of the following are types of social marketing except \_\_\_\_\_.

- A. affiliate marketing
- B. blog advertising
- C. social network advertising
- D. game advertising

View answer

Correct answer: (A)  
affiliate marketing

**50.** The ethical principle which states that if an action is not right for all situations, then it is not right for any situation is known as \_\_\_\_\_.

- A. The Golden Rule
- B. Slippery Slope
- C. No Free Lunch
- D. Universalism

View answer

Correct answer: (D)

Universalism

**51.** A patent grants the owner an exclusive monopoly on the ideas behind the invention for \_\_\_\_\_ years.

- A. 10
- B. 20
- C. 30
- D. 40

View answer

Correct answer: (B)

20

**52.** What is the first step in a P3P-enabled transaction?

- A. send Web page
- B. http GET request Web page
- C. Send P3P policy files
- D. http GET request P3P policy files

View answer

Correct answer: (B)

http GET request Web page

**53.** Products are made to prior to orders received based on estimated demand under a \_\_\_\_\_.

- A. supply-push model
- B. demand-push model
- C. supply-pull model
- D. demand-pull model

View answer

Correct answer: (A)

supply-push model

**54.** The majority of job seekers rely on which of the following?

- A. Word-of-mouth leads
- B. Employment agencies
- C. Internet and newspapers equally
- D. Internet only

View answer

Correct answer: (C)

Internet and newspapers equally

**55.** The online content revenue model in which free content drives offline revenues is called the \_\_\_\_\_.

- A. marketing model
- B. advertising model
- C. pay-per-view model
- D. subscription model

View answer

Correct answer: (A)

marketing model

**56.** Technologies that help enhance resolution of e-book reader display screens are known as \_\_\_\_\_.

- A. high-res pixel formatting
- B. screen resolution technologies
- C. sub-screen smoothing technologies
- D. sub-pixel display technologies

View answer

Correct answer: (D)

sub-pixel display technologies

**57.** A dynamically priced market that features few buyers and many sellers is a market that exhibits \_\_\_\_\_.

- A. market neutrality
- B. buyer bias
- C. seller bias
- D. owner bias

View answer

Correct answer: (B)

buyer bias

**58.** Which of the following best describes predicted growth in C2C and B2C auction spending?

- A. B2C spending will overtake C2C spending
- B. Both types of spending will increase

- C. C2C spending will decrease while B2C increases
- D. Both types of spending will decline at similar rates

View answer

Correct answer: (B)

Both types of spending will increase

**59.** A materials requirements planning (MRP) system is an example of \_\_\_\_\_.

- A. spot purchasing
- B. a multi-tier supply chain
- C. a legacy computer system
- D. electronic data interchange

View answer

Correct answer: (C)

a legacy computer system

**60.** All of the following are objectives of private industrial networks except \_\_\_\_\_.

- A. developing efficient purchasing and selling business processes industry-wide
- B. operating on a local scale
- C. creating increased supply chain visibility
- D. reducing industry risk

View answer

Correct answer: (B)

operating on a local scale

**61.** The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as \_\_\_\_\_.

- A. Business to Business (B2B)
- B. Consumer to Consumer (C2C)
- C. Consumer to Business (C2B)
- D. Business to Consumer (B2C)

View answer

Correct answer: (C)

Consumer to Business (C2B)

**62.** Why would a merchant want to customize products?

- A. To charge a higher price



- B. To decrease costs
- C. It is required in EC
- D. Customers will only accept customized products

View answer

Correct answer: (A)

To charge a higher price

**63.** Which one of the following is not one of the major types of e-commerce?

- A. C2B
- B. B2C
- C. B2B
- D. C2C

View answer

Correct answer: (A)

C2B

**64.** A \_\_\_\_\_ is the set of planned activities designed to result in a profit in a marketplace.

- A. business model
- B. profit model
- C. business plan
- D. revenue model

View answer

Correct answer: (A)

business model

**65.** Compared to Internet users, the number of cell phone subscribers is \_\_\_\_\_.

- A. about the same
- B. slightly fewer
- C. much fewer
- D. much larger

View answer

Correct answer: (D)

much larger

**66.** Which of the following is not one of the stages of the development of the Internet?

- A. Innovation

- B. Institutionalization
- C. Globalization
- D. Commercialization

View answer

Correct answer: (C)

Globalization

**67.** Broadband is generally considered to be any communication technology allowing streaming audio and video at or above \_\_\_\_\_.

- A. 100 Kbps
- B. 56.6 Kbps
- C. 30 Kbps
- D. 10 Kbps

View answer

Correct answer: (A)

100 Kbps

**68.** All of the following are wireless Internet access network technologies except \_\_\_\_\_.

- A. Wi-Fi
- B. Bluetooth
- C. Zigbee
- D. GigaPoP

View answer

Correct answer: (D)

GigaPoP

**69.** The dominant Web server software is \_\_\_\_\_.

- A. Zeus
- B. Apache
- C. Microsoft IIS
- D. Google

View answer

Correct answer: (B)

Apache

**70.** Which of the following is not a widely used midrange or high-end e-commerce suite?

- A. Microsoft Commerce Server
- B. WebTrends Marketing Lab2
- C. IBM WebSphere Commerce
- D. Broadvision Commerce

View answer

Correct answer: (A)

Microsoft Commerce Server

**71.** A worm is designed to spread \_\_\_\_\_.

- A. from computer to computer
- B. from file to file on a computer
- C. from Web site to Web site
- D. from Web site to computer

View answer

Correct answer: (A)

from computer to computer

**72.** Firewalls perform all of the following functions except \_\_\_\_\_.

- A. Forbids communications from untrustworthy sources
- B. Allows communications from trustworthy sources
- C. Eliminates viruses and other malicious attacks
- D. Filters traffic based on packet attributes

View answer

Correct answer: (C)

Eliminates viruses and other malicious attacks

**73.** All of the following are reasons more people don't shop online except \_\_\_\_\_.

- A. lack of trust in online merchants
- B. lack of convenience
- C. inability to touch and feel the product
- D. fear of misuse of personal information

View answer

Correct answer: (B)

lack of convenience

**74.** Which of the following market entry strategies are the most common for existing firms?

- A. first mover
- B. fast follower
- C. brand extender
- D. alliances

View answer

Correct answer: (C)  
brand extender

**75.** The fastest growing form of online advertising is \_\_\_\_\_.

- A. banner ads
- B. pop-up ads
- C. rich media/video ads
- D. pop-under ads

View answer

Correct answer: (C)  
rich media/video ads

**76.** As consumers become more accustomed to new online advertising formats, click-through rates tend to \_\_\_\_\_.

- A. remain constant
- B. decrease
- C. increase
- D. rapidly increase

View answer

Correct answer: (B)  
decrease

**77.** The \_\_\_\_\_ is the first major effort to adjust the copyright laws to the Internet age.

- A. Platform for Privacy Preferences (P3P)
- B. Center for Democracy and Technology
- C. Digital Millennium Copyright Act (DMCA)
- D. E-Government Act of 2002

View answer

Correct answer: (C)  
Digital Millennium Copyright Act (DMCA)

**78.** The taxation system for e-commerce sales is best described as \_\_\_\_\_.

- A. complex
- B. streamlined
- C. universal
- D. standardized

View answer

Correct answer: (A)  
complex

**79.** Companies that have a network of physical stores as their primary retail channel, but also have introduced online offerings are called \_\_\_\_\_.

- A. Virtual merchants
- B. Bricks and clicks
- C. Catalog merchants
- D. Manufacturer-direct

View answer

Correct answer: (B)  
Bricks and clicks

**80.** Which of the following is the largest online travel service?

- A. Travelocity
- B. Orbitz
- C. Priceline
- D. Expedia

View answer

Correct answer: (D)  
Expedia

**81.** The combination of technical and legal means for protecting digital content from unlimited reproduction without permission is known as \_\_\_\_\_.

- A. Digital rights management
- B. Digital protection schemes
- C. Digital distribution regulation
- D. Digital rights protection

View answer

Correct answer: (A)  
Digital rights management

**82.** After television, the next largest major player in the commercial entertainment industry is \_\_\_\_\_.

- A. video games
- B. music
- C. radio
- D. film

View answer

Correct answer: (D)

film

**83.** The type of social network described as a community built around a common interest such as games, sports, music, and so on is called \_\_\_\_\_.

- A. general community
- B. practice network
- C. affinity community
- D. interest-based social network

View answer

Correct answer: (D)

interest-based social network

**84.** The most popular type of auction on eBay is the \_\_\_\_\_.

- A. Dutch Internet auction
- B. Name Your Own Price auction
- C. English auction
- D. Professional service auction

View answer

Correct answer: (C)

English auction

**85.** The communication standard for sharing business documents and settlement information that emerged in the 1970s is called \_\_\_\_\_.

- A. ECD
- B. EDI
- C. IDE
- D. BCB

View answer

Correct answer: (B)

EDI

**86.** The type of Net marketplace characterized by indirect inputs and spot purchasing is called an \_\_\_\_\_.

- A. industry consortium
- B. independent exchange
- C. e-distributor
- D. e-procurement marketplace

View answer

Correct answer: (C)

e-distributor

**87.** Which of the following is not one of the benefits of e-commerce to sellers?

- A. E-commerce offers greater flexibility in meeting customer needs
- B. E-commerce is a powerful tool for customer relationship building
- C. E-commerce can help to reduce costs
- D. E-commerce increases the net cost per contact

View answer

Correct answer: (D)

E-commerce increases the net cost per contact

**88.** \_\_\_\_\_ marketing is the Internet version of word-of-mouth marketing.

- A. Visceral
- B. Virile
- C. Viral
- D. Virtual

View answer

Correct answer: (C)

Viral

**89.** Which of the following is not considered to be one of the three phases of e-commerce?

- A. Innovation
- B. Consolidation
- C. Preservation
- D. Reinvention

View answer

Correct answer: (C)

Preservation

**90.** Which of the following is an example of a portal?

- A. Amazon
- B. eBay
- C. Yahoo
- D. Face book

View answer

Correct answer: (C)

Yahoo

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**91.** Which of the following is not a horizontal portal?

- A. AOL
- B. Yahoo
- C. Sailnet
- D. MSN/Windows Live

View answer

Correct answer: (C)

Sailnet

**92.** Which protocol permits users to transfer files from the server to their client computer, and vice versa?

- A. HTTP
- B. SMTP
- C. IMAP
- D. FTP

View answer

Correct answer: (D)

FTP

**93.** All of the following are examples of 2G wireless phone technologies except \_\_\_\_\_.

- A. CDMA



- B. W-CDMA
- C. TDMA
- D. GSM

View answer

Correct answer: (B)

W-CDMA

**94.** All of the following are factors in optimizing Web site performance except \_\_\_\_\_.

- A. page retrieval
- B. page generation
- C. page delivery
- D. page content

View answer

Correct answer: (A)

page retrieval

**95.** Redundant navigation refers to \_\_\_\_\_.

- A. pages that work, load quickly, and point the customer toward your product offerings
- B. simple, fool-proof navigation
- C. a site working with the most popular browsers
- D. alternative navigation to the same content

View answer

**96.** All of the following are tools for optimizing a Web site's location in search engine listings except \_\_\_\_\_.

- A. keywords and page titles
- B. identifying market niches
- C. buying ads
- D. benchmarking

View answer

Correct answer: (D)

benchmarking

**97.** The most common form of securing channels is through \_\_\_\_\_.

- A. S-HTTP

- B. VPNs
- C. SSL
- D. PPTP

View answer

Correct answer: (C)

SSL

**98.** After sending e-mail, which of the following activities is most common among Internet users?

- A. sending instant messages
- B. reading someone else's blog
- C. using a search engine to find information
- D. getting news

View answer

Correct answer: (C)

using a search engine to find information

**99.** All of the following are types of data mining except \_\_\_\_\_.

- A. selective data mining
- B. query-driven data mining
- C. model-driven data mining
- D. rule-based data mining

View answer

Correct answer: (A)

selective data mining

**100.** All of the following are examples of intelligent agent technology except \_\_\_\_\_.

- A. automated response systems
- B. automatic shipping confirmation
- C. order status reports
- D. online web bugs

View answer

Correct answer: (D)

order status reports

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**101.** The set of applications and technologies that allow users to create, edit, and distribute content online is known as \_\_\_\_\_.

- A. Internet
- B. social networking
- C. virtual life
- D. Web 2.0

View answer

Correct answer: (D)

Web 2.0

**102.** Which of the following measures the percentage of people exposed to an online advertisement who actually click on the banner?

- A. impression rate
- B. view-through rate
- C. click-through rate
- D. stickiness ratio

View answer

Correct answer: (C)

click-through rate

**103.** The ability of consumers to review and contest the accuracy and completeness of data collected about them involves which of the following FTC fair information practice principles?

- A. Security
- B. Enforcement
- C. Choice/Consent
- D. Access/Participation

View answer

Correct answer: (D)

Access/Participation

**104.** During which period of Internet governance was Network Solutions given a monopoly to assign and track high-level domains?

- A. Government Control Period
- B. Privatization
- C. Self-Regulation
- D. Governmental Regulation

View answer

Correct answer: (B)

Privatization

**105.** All of the following are types of intellectual property protection except \_\_\_\_\_.

- A. patents
- B. trademarks
- C. governance
- D. copyrights

View answer

Correct answer: (C)

governance

**106.** The major impact of Internet real estate sites is in \_\_\_\_\_.

- A. completing property transactions online
- B. influencing offline decisions
- C. reducing commissions
- D. e-mail marketing to consumers

View answer

Correct answer: (B)

influencing offline decisions

**107.** The most popular type of media in terms of total hours of consumption per year is \_\_\_\_\_.

- A. television
- B. radio
- C. Internet
- D. newspaper

View answer

Correct answer: (A)

television

**108.** Which of the following is not a type of media convergence?

- A. technological convergence
- B. content convergence
- C. industry convergence
- D. community convergence

View answer

Correct answer: (D)

community convergence

**109.** Which of the following is not an entertainment industry value chain model?

- A. content owner direct model
- B. user distribution model
- C. aggregator model
- D. Internet innovator model

View answer

Correct answer: (B)

user distribution model

**110.** Auction sites like eBay tend to use \_\_\_\_\_ pricing.

- A. dynamic
- B. fixed
- C. trigger
- D. utilization

View answer

Correct answer: (A)

dynamic

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**111.** Which of the following is not a primary function of a portal?

- A. navigation of the Web
- B. social networking
- C. commerce
- D. content

View answer

Correct answer: (B)

social networking

**112.** An auction that has multiple winners that all pay the same price is an example of \_\_\_\_\_.

- A. uniform pricing
- B. discriminatory pricing
- C. bid rigging

D. price matching

View answer

Correct answer: (A)

uniform pricing

**113.** The foundation for contemporary supply chain management systems includes all of the following except \_\_\_\_\_.

- A. supply chain simplification
- B. continuous inventory replenishment
- C. ERP systems
- D. B2B electronic storefronts

View answer

Correct answer: (D)

B2B electronic storefronts

**114.** \_\_\_\_\_ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business.

- A. E-marketing
- B. E-business
- C. E-procurement
- D. E-commerce

View answer

Correct answer: (B)

E-business

**115.** A \_\_\_\_\_ is a B2B trading network that links a particular seller with its own trading partners.

- A. bitstream
- B. virtual network
- C. web community
- D. private trading network

View answer

Correct answer: (D)

private trading network

**116.** Compared to B2C e-commerce, B2B e-commerce is \_\_\_\_\_.

- A. of equal size

- B. slightly smaller
- C. slightly larger
- D. much larger

View answer

Correct answer: (D)

much larger

**117.** The type of firms that benefited the most during the consolidation period of e-commerce were \_\_\_\_\_.

- A. large, traditional firms
- B. first movers
- C. pure online companies
- D. ISPs

View answer

Correct answer: (A)

large, traditional firms

**118.** The \_\_\_\_\_ business model involves an independently owned vertical digital marketplace for direct inputs.

- A. e-distributor
- B. exchange
- C. e-procurement
- D. private industrial network

View answer

Correct answer: (B)

exchange

**119.** A strategy designed to compete in all markets around the globe is called a \_\_\_\_\_ strategy.

- A. scope
- B. differentiation
- C. cost
- D. focus

View answer

Correct answer: (A)

scope

**120.** Which of the following connections allows the fastest download speeds?

- A. DSL
- B. cable modem
- C. T1
- D. T3

View answer

Correct answer: (D)

T3

**121.** Malicious hackers who act with the intention of causing harm are \_\_\_\_\_.

- A. White hats
- B. Black hats
- C. Grey hats
- D. Brown hats

View answer

Correct answer: (B)

Black hats

**122.** The only payment system that is instantly convertible without intermediation is \_\_\_\_\_.

- A. Credit card
- B. Accumulating balance
- C. Stored value
- D. Cash

View answer

Correct answer: (D)

Cash

**123.** A good or service for which there are many dealers supplying the same product, and all products in the segment are essentially identical is known as \_\_\_\_\_.

- A. commodity
- B. core product
- C. actual product
- D. augmented product

View answer

Correct answer: (A)

commodity



**124.** The per-product price consumers are willing to pay for a bundle \_\_\_\_\_ as the number of goods in the bundle increases.

- A. decreases
- B. increases
- C. varies from product to product
- D. stays the same

View answer

Correct answer: (B)  
increases

**125.** All of the following are among the most common categories of spam except \_\_\_\_\_.

- A. fraud
- B. commercial products
- C. finance
- D. health (drugs)

View answer

Correct answer: (A)  
fraud

**126.** All of the following are metrics for e-mail campaigns except \_\_\_\_\_.

- A. open rate
- B. delivery rate
- C. bounce-back rate
- D. cart conversion rate

View answer

Correct answer: (D)  
cart conversion rate

**127.** The number of business methods patents granted is \_\_\_\_\_ compared to the number of patents applied for.

- A. substantially smaller
- B. slightly smaller
- C. close to equal
- D. equal

View answer

Correct answer: (A)  
substantially smaller

**128.** Which of the following is a privacy advocacy group that is a foundation- and business- supported group with a legislative focus?

- A. Cdt org
- B. Privacy International org
- C. Epic org
- D. Privacy org

View answer

Correct answer: (A)  
Cdt org

**129.** Which of the following is an industry strategic factor that relates to whether new entrants face a disadvantage when attempting to enter an industry?

- A. barriers to entry
- B. power of suppliers.
- C. power of consumers
- D. industry value chain

View answer

Correct answer: (A)  
barriers to entry

**130.** The largest segment in the recruitment business is \_\_\_\_\_.

- A. General job recruitment
- B. Executive search
- C. Specialized job placement services
- D. Managerial recruitment

View answer

Correct answer: (A)  
General job recruitment

**131.** The top U.S online video site is \_\_\_\_\_.

- A. MySpace
- B. YouTube
- C. AOL
- D. Google Video

View answer

Correct answer: (B)

YouTube

**132.** Which of the following is an advantage of e-books?

- A. reduced transaction costs for the user
- B. requirement of expensive devices to use
- C. portability compared to print books
- D. copyright management

View answer

Correct answer: (A)

reduced transaction costs for the user

**133.** Social networking sites primarily earn their revenue through \_\_\_\_\_.

- A. advertising
- B. subscriptions
- C. donations
- D. service fees

View answer

Correct answer: (A)

advertising

**134.** Which of the following portal revenue models involves charging for premium content?

- A. ISP services
- B. General advertising
- C. Subscription fees
- D. Tenancy deals

View answer

Correct answer: (C)

Subscription fees

**135.** Goods directly involved in the production process are known as \_\_\_\_\_.

- A. MRO goods
- B. procured goods
- C. indirect goods
- D. direct goods

View answer

Correct answer: (B)

Four

**136.** The most common and easily understood type of Net marketplace is \_\_\_\_\_.

- A. e-procurement marketplace
- B. e-distributors
- C. industry consortia
- D. independent exchanges

View answer

Correct answer: (B)

e-distributors

**137.** When preparing a website, designers should ensure that the site enables user-to-user communication. This design feature is known as \_\_\_\_\_.

- A. context
- B. community
- C. commerce
- D. connection

View answer

Correct answer: (B)

community

**138.** The idealistic market envisioned at the outset of the development of e-commerce is called a \_\_\_\_\_.

- A. Bailey market
- B. Baxter market
- C. Bergman market
- D. Bertrand market

View answer

Correct answer: (D)

Bertrand market

**139.** Which of the following is not a key element of a business model?

- A. value proposition
- B. competitive advantage
- C. market strategy

D. universal standards

View answer

Correct answer: (D)

universal standards

**140.** The area of actual or potential commercial value in which a company intends to operate is a \_\_\_\_\_.

- A. market space
- B. marketplace
- C. perfect market
- D. Bertrand market

View answer

Correct answer: (A)

market space

**141.** In 1961, \_\_\_\_\_ published a paper on "packet switching" networks.

- A. Leonard Kleinrock
- B. Ray Tomlinson
- C. Bob Metcalfe
- D. Vint Cerf

View answer

Correct answer: (A)

Leonard Kleinrock

**142.** All of the following are goals of Internet2 except \_\_\_\_\_.

- A. Creating a leading-edge very high-speed network capability for the national research community
- B. Eliminating censorship from the Internet
- C. Enabling revolutionary Internet applications
- D. Ensuring the rapid transfer of new network services and applications to the broader Internet community.

View answer

Correct answer: (B)

Eliminating censorship from the Internet

**143.** Which of the following was the first commercial Web browser?

- A. Mosaic

- B. Mozilla
- C. Netscape Navigator
- D. Internet Explorer

View answer

Correct answer: (C)

Netscape Navigator

**144.** The underlying computing equipment that the system uses to achieve its e-commerce functionality is called a \_\_\_\_\_.

- A. hardware platform
- B. content platform
- C. transaction platform
- D. scalability platform

View answer

Correct answer: (A)

hardware platform

**145.** In the e-commerce security environment, which of the following constitutes the inner-most layer?

- A. people
- B. data
- C. technology solutions
- D. organizational policies and procedures

View answer

Correct answer: (B)

data

**146.** Which of the following is not a dimension of e-commerce security provided by encryption?

- A. availability
- B. message integrity
- C. nonrepudiation
- D. confidentiality

View answer

Correct answer: (A)

availability

**147.** What is the name of the division of the U.S. Department of Homeland Security that coordinates cyber incident warnings and responses across government and private sectors?

- A. US-CERT
- B. OECD
- C. IC3
- D. P3P

View answer

Correct answer: (A)

US-CERT

**148.** The marketplace for auction sites is best described as \_\_\_\_\_.

- A. many sites attaining similar levels of profitability
- B. easy to enter due to minimal barriers
- C. populated mostly with small, thriving specialty sites
- D. dominated by a handful of sites with established networks

View answer

Correct answer: (D)

dominated by a handful of sites with established networks

**149.** A \_\_\_\_\_ describes the flow of information at your e-commerce site and the infrastructure that will be used in the system.

- A. system design
- B. logical design
- C. tactical design
- D. physical design

View answer

Correct answer: (B)

logical design

**150.** E-commerce merchant server software includes all of the following except \_\_\_\_\_.

- A. online e-mail
- B. online catalog
- C. online shopping cart
- D. online credit card processing

View answer

Correct answer: (A)  
online e-mail