Unit 10 - Week 8

Week 8 Assignment 8

Due on 28/11/11, 23:59 BST

1. Which is not a unique feature of E-commerce?
   a. Interactivity
   b. Communication
   c. Touch and feel of products
   d. Global reach

2. What is actually done in Personalization?
   a. Merchants can target their marketing message to many individuals
   b. Merchants can target their marketing message to all individuals
   c. Changing the delivered product or service based on a user’s preference
   d. Merchants can target their marketing message to specific individuals

3. What is the primary source of affiliate revenue model?
   a. Fees from advertisers
   b. Sales of goods or services
   c. Fees from subscribers
   d. Fees for business software

4. What is Electronic Data Interchange (EDI)?
   a. Electronic exchange of business data
   b. Electronic exchange of business transaction documents between supply chain trading partners
   c. Electronic exchange of business data for value added solutions
   d. Electronic exchange of transaction data

5. Which one is not a type of e-marketplace?
   a. E-commerce
   b. E-distributor
   c. E-government
   d. Independent exchanges

   a. B2B transactions are of low value compared to B2C transactions
   b. B2B transactions are on a single item basis compared to B2C
   c. B2B transactions are of higher value compared to B2C transactions
   d. B2B involves multiple buyers and sellers

7. Which one is the advantage of Crowdsourcing?
   a. Consumer Confidentiality
   b. Consumer Feedback
   c. Develops strong networking effect
   d. Focus on group unity

8. What is viral marketing?
   a. It is a conventional way of promoting goods and services
   b. It is a form of e-commerce
   c. It is a form of marketing in an online community that spreads much faster progressively than in a small network of friends
   d. It is a digital marketing strategy to promote goods and services without using existing social networks

9. Which one is the feature of social commerce?
   a. Subscription
   b. Affiliate notification
   c. Network notification
   d. Offline community

10. What is a unique feature of E-commerce?
    a. Interactivity
    b. Communication
    c. Touch and feel of products
    d. Global reach

11. What is actually done in Personalization?
    a. Merchants can target their marketing message to many individuals
    b. Merchants can target their marketing message to all individuals
    c. Changing the delivered product or service based on a user’s preference
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12. What is the primary source of affiliate revenue model?
    a. Fees from advertisers
    b. Sales of goods or services
    c. Fees from subscribers
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13. What is Electronic Data Interchange (EDI)?
    a. Electronic exchange of business data
    b. Electronic exchange of business transaction documents between supply chain trading partners
    c. Electronic exchange of business data for value added solutions
    d. Electronic exchange of transaction data

14. Which one is not a type of e-marketplace?
    a. E-commerce
    b. E-distributor
    c. E-government
    d. Independent exchanges

15. How does B2B e-commerce differ from B2C?
    a. B2B transactions are of low value compared to B2C transactions
    b. B2B transactions are on a single item basis compared to B2C
    c. B2B transactions are of higher value compared to B2C transactions
    d. B2B involves multiple buyers and sellers

16. Which one is the advantage of Crowdsourcing?
    a. Consumer Confidentiality
    b. Consumer Feedback
    c. Develops strong networking effect
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17. What is viral marketing?
    a. It is a conventional way of promoting goods and services
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