

QUESTION 2:

Fill in each of the dot spaces with the appropriate words:

2

- 1) There are two primary approaches to e-commerce (in regard to academic discipline):
~~web~~ and ~~internet~~
- 2) Business strategy Plan for achieving superior long-term returns on capital invested: that is, profit.
- 3) The web is most popular service on the internet made in early 1990s, and it gives access to web pages (HTML) includes text, graphics, animation, music, and videos.
- 4) A(n) Business model is a set of planned activities designed to result in a profit in the marketplace.
- 5) e-commerce The use of the Internet, the Web, and apps to transact business. More formally, digitally enabled commercial transactions between and among organizations and individuals.
- 6) content provider Provide online environment (social network) where people with similar interests can transact, share content, and communicate.

QUESTION 3:

Answer the following True/False questions:

29

1. The <u>universal standards</u> of e-commerce reduce search costs for the consumer and raise market entry costs for merchants.	(...F....)
2. <u>An asymmetry</u> exists whenever <u>one</u> participant in a market has more resources than other participants.	(...F....)
3. E-commerce as we know it today would not exist without the Internet and the World Wide Web.	(...T....)
4. All firms need an organization structure to efficiently implement their business plans and strategies. <i>and need strong management team.</i>	(...T....)
5. <u>Web 2.0</u> describes a set of applications and technologies that encourage and rely on user- and consumer-generated interactivity and content.	(...T....)
6. <u>Content Provider</u> is Search plus an integrated package of content and services. <i>portal</i>	(...F....)

Question 4:

Match the suitable answer from table A to B in the Answer Table Below

	A	B
...	1. creates an online environment where people with similar interests can transact (buy and sell goods); share interests, photos, and videos; communicate with likeminded people; and receive interest-related information.	a) Service provider
...	2. offers services online	b) Market creator
...	3. distributes information content, such as digital news, music, photos, video, and artwork.	c) Transaction broker
...	4. offers users powerful search tools as well as an integrated package of content and services all in one place	d) Community provider (social network)
	5. builds a digital environment where buyers and sellers can meet, display products, search for products, and establish a price for products	e) Content provider:
	6. transaction broker site that processes transactions for consumers that are normally handled in person, by phone, or by mail	f) Portal

QUESTION: 1

Choose the alternative that best completes the statement or answers the question:

1. Sender and receiver use same digital key to encrypt and decrypt message is:
 - a. Public key encryption
 - b. Digital key encryption
 - c. Symmetric key encryption
 - d. None of the above
2. Hash function in Public Key encryption is used to ensure message:
 - a. Integrity
 - b. Availability
 - c. Privacy
 - d. All of the above
3. Which of the following is not a part of Social marketing process:
 - a. Engagement
 - b. Protecting user information
 - c. Amplification
 - d. Fan acquisition
4. Banner ads, rich media ads, and video ads are part of
 - a. Mobile marketing
 - b. Radio marketing
 - c. TV marketing
 - d. None of the above

QUESTION 2:

Fill in the blank the appropriate answer:

1. Client, Server, and are three key points of vulnerability in e-commerce environment.
2. Site flooded with useless traffic to overwhelm network is a attack
3. Encourage consumers to become fans and engage and enter conversations is one of the goals of marketing.
4. Targets messages to users based on location is marketing.

QUESTION 1:

Choose the alternative that best completes the statement or answers the question:

1. Which of the following e-commerce technology dimensions reduces information costs and raises quality?

- A. Global reach
- B. Richness
- C. Information density
- D. Interactivity

2. Which of the following is not a secondary activity in a firm value chain?

- A. Human resource
- B. Operations
- C. Procurement
- D. Finance/accounting

3. All of the following can be considered a precursor to e-commerce except.

- A. Baxter Healthcare
- B. M-commerce
- C. Electronic Data Interchange
- D. French Minitel

4. Which element of the business model addresses the question of why a customer should buy from the firm?

- A. Revenue model
- B. Competitive advantage
- C. Market strategy
- D. Value proposition

5. The integration of video, audio, and text marketing messages into a single marketing message and consuming experience is an example of:

- A. Richness.
- B. Ubiquity.
- C. Information density.
- D. Personalization.

6. All of the following are key elements of a business model except:

- A. Competitive environment.
- B. Organizational development.
- C. Information technology strategy.
- D. Market strategy.

Question 4:

Match the suitable answer from table A to B in the Answer Table Below

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Question 2:

Answer the following True/False questions:

1. A value proposition defines how a company's product or service fulfills the needs of a customer.	(.....)
2. An asymmetry exists whenever all participants in a market have equivalent resources.	(.....)
3. The JOBS Act and issuance of enabling regulations by the Securities and Exchange Commission allows a start-up company to use crowdfunding to solicit accredited investors to invest in small and early-stage start-ups.	(.....)
4. The term <i>e-business</i> refers to the digital enabling of transactions and processes involving an exchange of value across organizational boundaries.	(.....)
5. Personalization involves targeting marketing messages to specific individuals by adjusting the message based upon a consumer's preferences or past purchasing behavior.	(.....)
6. The fact that e-commerce is conducted on the basis of universal standards reduces search costs for consumers.	(.....)

Question 3:

Fill in each of the dot spaces with the appropriate words:

1. E-commerce is available just about everywhere and anytime. This is known as
2. A firm that is first to market in a particular area and that moves quickly to gather market share is referred to as a(n)
3. refers to the displacement of market middlemen and the creation of a new direct relationship between producers and consumers.
4. A(n) is a set of planned activities designed to result in a profit in the marketplace.
5. The use by a company of its competitive advantage to achieve more advantage in surrounding markets is known as
6. New technologies that are at the core of a change in the way business is done are referred to as technologies

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مسافة

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Prince Sattam Bin Abdulaziz University
College of Computer Engineering and Sciences
Department of Information Systems
IS 4241 – E-BUSINESS
Assignment 1

الرقم الجامعي:

اسم الطالب:

Question 1:

Choose the alternative that best completes the statement or answers the question:

1. Which of the following is *not* a unique feature of e-commerce technology?
 - A) interactivity
 - B) social technology
 - C) information asymmetry
 - D) richness
2. Which type of e-commerce is distinguished by the type of technology used in the transaction rather than by the nature of the market relationship?
 - A) consumer-to-consumer (C2C)
 - B) social e-commerce
 - C) mobile e-commerce
 - D) business-to-business (B2B)
3. Which of the following statements about the Web is *not* true?
 - A) The Web is the technology upon which the Internet is based.
 - B) The Web was the original "killer app."
 - C) The Web provides access to pages written in HyperText Markup Language.
 - D) The Web is both a communications infrastructure and an information storage system.
4. Which element of the business model addresses the question of why a customer should buy from the firm?
 - A) revenue model
 - B) competitive advantage
 - C) market strategy
 - D) value proposition
5. Which of the following factors is *not* a significant influence on a company's competitive environment?
 - A) how many competitors are active
 - B) what the market share of each competitor is
 - C) the availability of supportive organizational structures
 - D) how competitors price their products
6. Organizations that typically provide an array of services to start-up companies along with a small amount of funding are referred to as:
 - A) angel investors.
 - B) crowdfunders.
 - C) incubators.
 - D) venture capital investors.

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