UNIT -1: E-Business: Introduction

Short Questions:

1. Define term: Internet.
2. Differentiate Internet and Intranet.
3. Define the term: e-business.
4. What do you mean by packet switching?
5. Define: ARPA's role in the development of the Internet.
6. What do you mean by E-Commerce?
7. Define the term Extranet.
8. Write down the full form of PGP and W3C.
9. What are pre-requisite for e-commerce?
10. What is the goal of WAI?
11. List out the types of e-commerce.
12. What is the difference between the Internet and the World Wide Web?
13. Define the term Pretty Good Privacy.
14. How E-commerce works?
15. List the major benefits of E-commerce.
16. What is Intranet?
17. What are the various applications of E-commerce?
18. Explain in brief B2B, B2C, C2B and C2C.
19. What is the difference between EDI and e-commerce?
20. For each of the following items, locate two websites in India that sell them:
    a. Airline tickets
    b. Personal computers
21. Explain electronic payment procedure.
22. What are the key differences between traditional commerce and e-commerce?
23. Distinguish between intranet, extranet and the Internet.
24. "E-business rapidly growing industry"- Justify this statement.
25. Write the differences between pure versus partial e-commerce with example.
26. Visit the campusfoods.com and answer the following question in short.
    - Is the site easily navigable?
    - How does the campusfoods.com generate revenue?
    - With how many restaurants campus food currently affiliated?

Long Questions:

1. Distinguish between e-business and e-commerce.
2. Explain emergence of the Internet.
3. Suppose you are a manager being asked to develop e-business and e-commerce applications to gain a competitive advantage in an important market for your company. What reservations might you have about doing so? Why?
4. E-business involves re-evaluating value-chain activities. What types of changes can be introduced to the value chain through e-business?
5. Write down the advantages and disadvantages of e-business.

6. Write a short note on: Internet and World Wide Web Development.
7. Short note on: Advantages and Disadvantages of E-commerce.
8. Write about Tangible and Intangible benefits of e-business.
9. Explain in brief about E-commerce opportunities for Industries.
10. Write short note on growth of the Internet.
11. Outline the reasons why a business may wish to adopt e-commerce.
12. Write technological and non-technological limitations of e-commerce.
13. Write about emergence of the World Wide Web.
14. What are the developments that have contributed to the emergence of the Internet as an electronic commerce infrastructure?
15. Describe the advances in technology which has facilitated e-commerce.
16. What is the role of B2B model?
17. What are the company's e-commerce goals?
18. What are the various components of electronic commerce applications?
19. What is e-commerce? Discuss B2B and C2C model giving proper examples.
20. What are the four types of consumer oriented applications of E-commerce? Discuss them briefly.
21. Discuss how E-Commerce is helpful to business success.

Fill in the blanks:

1. The _____ is also known as the grandparent of today's Internet.
2. In the past, most computer applications ran on _____ computers, i.e., computers that were not connected to one another.
3. At the time of this writing, _____ percent of web sites are inaccessible to people with visual, hearing or mobility impairments.
4. An _____ is defined as a company that has an online presence.
5. TCP stands for _____.
6. Customers want access to products and services on a constant or _____ basis, and the easiest way to provide that is to move operations online.
7. WAI stands for _____.
8. _____ are those that recognize the needs of their target audiences and match those needs with relevant content.
9. _____ Business model have only physical presence.
10. The predecessor to the modern Internet is _____.
11. The original speed of the ARPANet was _____.
12. The chief benefit of ARPANet proved to be the capability of quick and easy communication via _____.
13. The small packages containing data, address information, error control information and sequencing information transmitted across the Internet are called _____.
14. The World Wide Web was developed by _____ in 1990.
15. _____ Businesses model has both an online and an offline presence.
16. The _____ is a digital networking communications method that groups all transmitted data.
17. _____ e-commerce web sites are channels that permit close cooperation between two or more businesses.
18. Digital data was sent in small packages called _____.

19. The protocols for communication over the ARPANet became known as _____.
20. The _____ creates a "network of networks".

Multiple Choice Questions:

1. An/A _____ is defined as a company that has an online presence.
    a. E-Commerce
    b. E-Business
    c. Both a and b
    d. None of above

2. ARPANET stands for
    a. Aided Representation Projects Agency Networking
    b. Advanced Research Protocols Agency Networking
    c. Advanced Research Projects Agency Networking
    d. Aided Research Projects Agency Networking
    e. Advanced Representation Protocols Aided Networking

3. An example of a cost-savings benefit from creating an e-commerce web site is
    a. the ability to reach overseas markets without a sales presence.
    b. more rapid response to customer enquiries.
    c. tracking of number of customers using different parts of site.
    d. lower paper costs needed for marketing and fewer staff needed in contact centre.
    e. None of above

4. Which of the following are the key characteristics of e-business?
    I. Customer is king.
    II. E-business leads to intermediation.
    III. Entry barriers are low.
    IV. Economies of scale.
    a. Both (I) and (II) above
    b. Both (II) and (III) above
    c. Both (III) and (IV) above
    d. (I), (III) and (IV) above
    e. (II), (III) and (IV) above

5. Which of the following involves exchanges among customers, business partners and the vendor?
    a. E-Business
    b. E-Commerce
    c. Internet
    d. WWW

6. Which is the most realistic relationship between these two concepts?
    a. E-business is a subset of E-commerce
    b. E-commerce is broadly equivalent to E-business
    c. E-commerce is a subset of E-business
    d. E-commerce has some overlap with E-business
    e. None of above

7. E-business is:
    a. the use of electronic communications for all business processes

b. an organization using electronic media to purchase from to its suppliers

c. any electronically mediated communication between an organization and its stakeholders

d. an organization using electronic media to sell direct to its customers

e. None of above

8. The protocols for communicating over the ARPAnet became known as _____.

a. TCP

b. FTP

c. HTTP

d. SMTP

9. Intra-business e-commerce is sometimes called _____ e-commerce.

a. B2C

b. B2B

c. C2C

d. B2G

e. none of the above

10. E-commerce is:

a. an organization using electronic media to purchase from to its suppliers

b. any electronically mediated communication between an organization and its stakeholders

c. t he use of electronic communications for all business processes

d. an organization using electronic media to sell direct to its customers

e. None of above

11. An example of a communications benefit from creating an e-commerce web site is

a. more rapid response to customer enquiries

b. tracking of number of customers using different parts of site

c. lower paper costs needed for marketing and fewer staff needed in contact centre

d. the ability to reach overseas markets without a sales presence

e. none of the above

12. Which of the following websites are channels that permit close cooperation between different businesses as well as the outsourcing services that are, and will continue to be, so crucial to the Internet economy?

a. B2C

b. B2B

c. C2C

d. C2B

13. To determine demand for Internet services in a market, companies should survey:

a. percentage use the Internet to inform their buying decision

b. percentage purchase online

c. percentage who have access to the Internet

d. number in market

e. All of above

14. Amazon.com is an example of

a. B2B website

b. B2E website

c. B2C website

d. C2C website

    e. C2G website

15. A(n) _____ is a private corporate network that uses standard Internet protocols and interfaces.
    a. ethernet
    b. extranet
    c. local area network
    d. TCP/IP network
    e. intranet

16. In an effort to increase inter-organizational information flow, many companies expand access to corporate intranets to include selected trading partners and customers by creating a(n) _____.
    a. EDI exchange
    b. Extranet
    c. VPN
    d. RAND
    e. VAN

17. eBay.com is a
    a. Business-to-Business (B2B) website
    b. Consumer-to-Consumer (C2C) website
    c. Government-to-Citizen (G2C) website
    d. Business-to-Consumer (B2C) website
    e. Citizen-to-Government (C2G) website.

18. Which of the following is/are not basic e-business model(s)?
I. B2B.
II. B2C.
III. C2C.
IV. C2B.
    a. Only (II) above
    b. Only (IV) above
    c. Both (II) and (III) above
    d. Both (I) and (IV) above
    e. (II), (III) and (IV) above.

19. Collection of interconnected networks sometimes called?
    a. Internet
    b. Wireless network
    c. Mobile network
    d. None of these

20. Click and mortar business are
    a. Businesses that have only physical presence
    b. Businesses that have both an online and an offline presence
    c. Businesses that have neither online nor offline presence
    d. None of above

True/False:

1. In an era of steadily rising costs, computing costs have been decreasing dramatically because of the rapid developments in both hardware and software technology.
2. A business plan is a crucial part of the business-building process.
3. Most e-businesses are owned and managed by large organizations.
4. The Web was created two decades before Internet.
5. Silicon, the material used to make computer chips, is an abundant material.
6. The Internet is designed to operate without centralized control.
7. Initially, use of the Internet was limited to the military.
8. People are currently able to pay their bills, write and cash checks, trade stocks, take out loans, mortgage their homes and manage their assets online.
9. The engineers at ARPAnet have been credited with creating the World Wide Web.
10. Poor management, ineffective marketing and ill-designed logistics have caused many dot-com failures.
11. E-commerce is a subset of e-business.
12. The site of a business-to-business company which does not sell online belongs in social network of site.
13. An example of a control benefit from creating an e-commerce web site is more rapid response to customer enquiries.
14. The BBC site belongs in Media or publisher site.
15. Intranet is the predecessor to the modern Internet.
16. The Internet and electronic mail allow for instant worldwide communication.
17. The WWW allows computer users to locate and view multimedia-based documents on almost any subject.
18. W3C stands for World Wide Control.
19. In 1990, Tim Berners-Lee of CERN developed the WWW and several communication protocols that form the backbone of the web.
20. The Intranet was designed to operate without centralized control.
21. It is now possible for business to operate effectively without offices.

UNIT -2: E-Business Models

Short Questions:

1. What is Storefront model?
2. Abbreviations of EFT and EDI.
3. Which site uses the Internet to improve its offline customer services?
4. What is merchant server?
5. List out some examples of e-business that use shopping-cart technology.
6. Write down the use of reverse-auction model.
7. Define the term shopping cart.
8. Give one example of reverse-auction model.
9. What do you mean by reverse auction?
10. Write down the use of portal sites.
11. What do you mean by horizontal portal?
12. Define: Name-your-price model.

13. What is the use of comparison-pricing model?
14. What is the use of EDI?
15. Full form of OEMs and VAN.
16. What do you mean by bartering?
17. Distinguish between forward and reverse auctions.
18. Define term high availability of computing.
19. What do you mean by redundancy?
20. Categorize each item as item best relates to which business models.
    - Reverse price
    - Liquid price
    - Shopping cart
    - Catalog
    - mercata
21. What do you mean by Web-based training?

Long Questions:

1. Short note on: B2B E-commerce and EDI.
2. Explain any three dynamic pricing models in brief.
3. Explain B2C E-Commerce of a customer reserving airline tickets from his home or place of work.
4. What do you mean by storefront model? Explain Shopping cart technology and portal model with example.
5. Write about Online shopping malls and auction model in detail.
6. Write a short note on: Click and mortar businesses.
7. What makes an online business a successful e-business? There are many factors. Mention four factors and explain why they are important - support your answer with examples.
8. How scalable is your business model? Explain with example.
9. What are two major EDI standards used in E-Commerce? Which is the standard accepted for Government transactions in India?
10. What do you understand by EDI? Is EDI used in B2C or B2B E-Commerce? Why is EDI important in E-Commerce?
11. What is the role and business value of using Internet technologies in supply chain management?
12. Discuss about auction model with the help of appropriate website.
13. Explain about the key characteristics of an e-business strategy model.
14. What are the role of buyer, seller and auctioneer in Auction model?
15. Write a short note on reverse auction model.

Fill in the blanks:

1. _____ is a popular addition to the major portals.
2. _____ linking consumers to online merchants, online shopping malls and auction sites provide several advantages.
3. A business with a presence off, but not on, the Web is described as a _____ company.
4. The _____ model is designed to bring prices down by increasing the number of customers who buy a particular product at once.
5. Customers can shop for products and store them for later purchase using a _____.

6. Reserve prices are set by a seller in an _____.
7. The two types of portals are called _____ and _____.
8. _____ computing attempts to minimizing downtime; _____ computing attempts to eliminate it completely.
9. Integrating traditional EDI systems with the Web is often referred to as _____.
10. A/An _____ is a formal statement of need that allows vendors to solicit their products and services to the government.
11. _____ sites allows customers to search several web sites to find a desired product or service at the lowest price.
12. Integrating transitional EDI systems with the web is often referred to as _____.
13. _____ can be used to improve computability between disparate systems, creating new market opportunities.
14. The _____ business model empowers customers by allowing them to choose their price for products and services.
15. The _____ model allows customers to poll merchants and find a desired product or services at lowest price.
16. The concept behind the _____ business model is that the more people who buy a product in a single purchase, the lower the cost per person becomes.
17. The _____ marketplace is one of the fastest growing segments of e-commerce.
18. The _____ is the data storage and management system employed by the merchant.
19. A/An _____ is a part of the merchant server designed to store and report on large amounts of information.
20. The _____ sites act as shopping portals, directing traffic to the leading shopping retailers for a specific product.

Multiple Choice Questions:
1. Which of the following portals are more specific, offering a great deal of information pertaining to a single area of interest?
    a. Horizontal
    b. Vertical
    c. (a) and (b) both
    d. None of above
2. In _____ model, the price decreases as more people buy.
    a. Brick and mortar
    b. Demand sensitive pricing
    c. Portal
    d. Name your pricing
3. Which of the following model allows customers to get a lower price by clearing the price with a number of vendors?
    a. Brick and mortar
    b. Demand sensitive pricing
    c. Portal
    d. Name your pricing
    e. None of above

4. _____ is defined as buying, selling, partnering, bartering or trading, conducted between two or more businesses.
   a. B2C e-commerce
   b. B2B e-commerce
   c. C2B e-commerce
   d. All of above

5. Which of the following describes e-commerce?
   a. Buying products from each other
   b. Buying services from each other
   c. Selling services from each other
   d. All of the above

6. Which segment focuses on consumers dealing with each other?
   a. B2B
   b. B2C
   c. C2B
   d. C2C

7. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
   a. B2B
   b. B2C
   c. C2B
   d. C2C

8. Which of the following are advantages normally associated with B2B e-commerce?
   a. shorter cycle times
   b. reduction in costs
   c. reaches wider audiences
   d. all of the above

9. A buy-side supplier threat of e-commerce is:
   a. Drives down cost of commoditized products
   b. Reduction in customer loyalty
   c. Increase in cost of supplies
   d. Less flexibility in switching procurement
   e. None of the above

10. _____ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business.
   a. E-commerce
   b. E-marketing
   c. E-procurement
   d. E-business

11. Which of the following is not relevant to marketing via the Internet?
   a. Click-and-mortar marketing.
   b. Viral marketing.
   c. Mobile marketing.
   d. Brick-and-mortar marketing.

12. BAM stands for

     a. Business And Management

     b. Business And Model

     c. Brick And Mortar

     d. Brick And Model

13. Integrating traditional EDI systems with the web is often referred as _____.

     a. EFT

     b. EAI

     c. E-business

     d. None of above

14. Reserve prices are set by a seller in which of the following model?

     a. Auction model

     b. Reverse-auction model

     c. Demand-pricing model

     d. All of above

15. Selling, trading, bartering and engaging in transactions over Web are referred to as _____.

     a. E-commerce

     b. E-business

     c. EDI

     d. EFT

True/False:

1. A shopping cart allows customers to continue to browse after selecting each item they wish to purchase.
2. In a reverse auction, the seller sets a price and customers make individual bids to buy an item.
3. Online shopping malls present consumers with a wide selection of products and services.
4. A reserve price is the highest bid a customer is willing to make.
5. Rebates are a good way to attract customers to your site.
6. The banking industry uses EDI to transfer money between accounts.
7. Portal site give chance to visitor to find anything.
8. Vertical portal are more specific.
9. Comparison pricing model allows customer to poll variety of merchants.
10. B2B referred as business to business.
11. In demand-sensitive-pricing model, the price decreases as more people buy.
12. The name-your-price model is an auction-based model.
13. eBay began as using the storefront model, but eventually introduced the auction model.
14. Shopping bots are often used to scour data contained within a single database or across the web to find answers to specific questions.
15. A B2B exchange allows businesses to conduct transactions online despite having disparate information systems.
16. Business with both a physical and an online presence are referred to as brick-and-mortar businesses.
17. Just-in-time inventory management is used to authenticate the shipper and receiver of products in a warehouse.

UNIT -3: Online Monetary Transactions

Short Questions:

1. What do you mean by POS transactions?
2. Abbreviations of SSL and SET.
3. Define the term e-wallet.
4. What do you mean by digital cash?
5. What is smart card?
6. Write down the use of PayPal.
7. What is the use of Digital cash?
8. Which technology enables information for different purposes to be stored in one location?
9. What do you mean by card-not-present transactions?
10. Write down the use of eHost.
11. Which are the categories of Online Payment?
12. Write down the advantage of smart card over credit card.
13. What is chargeback?
14. Write down the full form of EBPP?
15. What does the contactless smart card consists of?
16. Where the smart-card technology used?

        Or

    Write down the applications of smart-card technology.
17. What is the main advantage of contactless smart card over contact smart card?
18. Write down the use of peer-to-peer transactions.
19. What is ACH?
20. What is Automatic payment?
21. What do you mean by recurring payment?

Long Questions:

1. Short note on: Anatomy of an online credit card transaction.

        Or

    Write a note on basic steps in online credit-card transactions.
2. Explain in brief about Credit- card transactions.
3. Discuss with example about Digital Currency and e-wallets.
4. Write a short note on: Peer-to-peer payments.
5. Draw a diagram of QPass transaction process and explain it in brief.
6. Short note on e-billing.
7. Write about smart cards in detail.
8. How can Internet technologies be involved in improving a process in one of the functions of business? Choose one example and evaluate its business value.
9. How can the Internet technologies improve customer relationships, and service for a business?
10. Online Purchases vs. Personal Payments – What are the differences?
11. How to use a credit card with PayPal?
12. How to withdraw to credit card and/ Or bank account?

13. How to top-up PayPal account?
14. How to receive credit/debit card payments via PayPal? Is it free?
15. Which are two common standard used for secure e-payments? Explain any one in detail.

Fill in the blanks:

1. Millicent offers a cost effectives system of collecting small sums of money over the Internet. These small sums are called _____.
2. The electronic fund transfer of funds is crucial to _____.
3. The _____ is the bank with which the merchant holds an account.
4. Traditional merchant accounts accept only _____, or those that occur when you present your credit card at store.
5. Visa, MasterCard and a group of e-wallet vendors have standardized e-wallet technology with the _____.
6. The _____ is bank from which the buyer obtained the credit card.
7. _____ transactions allow the online transfer of money between consumers.
8. E-billing technologies are finding success in the _____ market, where transactions are less complicated than _____ transactions.
9. _____ accounts are similar to traditional bank accounts.
10. A _____ server is used to host only customer's websites.
11. The _____ payment system allows for monetary transactions over the Internet between two consumers.
12. iPin offers micropayments that are billed to the client within their _____ bill.
13. A _____ stores information on the user's computer, providing one-click shopping at participating merchants.
14. _____, an online service created by CyberCash, makes it possible for merchants to receive credit-card numbers, offer the numbers to the appropriate financial institution for validation and accept them as a form of payment in a secure environment over the Web.
15. _____ is the online payment system offered by Visa to help young consumers manage their money and make purchase on the web.

Multiple Choice Questions:

1. Which of the following acts as a third party that receives consumer-credit information and securely interacts with both the consumer and merchant bank accounts to verify the sale and make monetary transfer.
   a. CyberCash
   b. NextCard
   c. eMerchant
   d. iCat
2. _____ program, which enables merchants to accept online payments.
   a. eHost
   b. eIssuer
   c. eMerchant
   d. Payware

3. _____ issues the consumer a virtual credit card that is stored on the user's computer, providing one-click shopping at participating merchants.
    a. eHost
    b. eIssuer
    c. eMerchant
    d. Payware

4. Digital cash is one example of which of the following?
    a. Online credit card fraud
    b. e-Wallets
    c. Digital Currency
    d. None of above

5. _____ is/are used to pay for micro transactions.
    a. e-cash
    b. digital cash
    c. bank accounts
    d. either A or B
    e. none of the above

6. Which of the following allow you to keep track of your billing and shipping information so that it can be entered with one click at participating merchant's site?
    a. e-Cash
    b. e-Wallets
    c. Gift Cash
    d. Digital Cash

7. ANI stands for _____
    a. Automatic Number Integration
    b. Automatic Number Identification
    c. Access Number Identity
    d. None of above

8. Which of the following protects an existing company from the threat of new entrants?
    a. switching costs
    b. loyalty programs
    c. entry barriers
    d. affiliate programs

9. A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?
    a. switching costs
    b. loyalty programs
    c. entry barriers
    d. affiliate programs

10. Which of the following statements accurately reflect the impact of technology?
    a. technology has caused buyer power to increase
    b. technology has lessened the entry barriers for many industries
    c. technology has increased the threat of substitute products and services
    d. all of the above

11. A business cannot be all things to all people. Instead, a business must:
    a. identify target customers
    b. identify the value of products/services as perceived by customers
    c. all of the above
    d. none of the above

12. Which type of merchandise is lower priced but purchased frequently?
    a. convenience
    b. specialty
    c. critical
    d. daily

13. Which type of merchandise is higher priced but purchased less frequently?
    a. Convenience
    b. Specialty
    c. Critical
    d. Daily

14. A business competing in a commodity like environment must focus on which of the following?
    a. price
    b. ease / speed of delivery
    c. ease of ordering
    d. all of the above

15. Which of the following refers to creating products tailored to individual customers?
    a. mass customization
    b. demand aggregation
    c. direct materials
    d. reverse auction

16. _____ transactions allow online monetary transfer between consumers.
    a. Point-of-sale
    b. Card-not-present
    c. Peer-to-peer
    d. None of above

True/False:

1. eCash is accepted by all e-commerce Web sites as a form of payment.
2. PayPal offers a digital-payment system.
3. eCharge is a micropayments system that is billed through you e-mail account.
4. Micropayments are small sums of money that can be charged to a user for products and services bought online.
5. eCharge uses ANI to verify the identity of the customer and the purchases they make.
6. B2B market transactions are less complicated than B2C transactions.
7. CDMA assigns multiple calls to different time slots on the same radio frequency.
8. GPS uses information from two satellites to track a user's exact location.
9. Radio frequency WLANs are regulated by the federal communications commission.
10. WML tags are used to mark up web pages to specify how the page should be formatters on wireless device.

11. An e-commerce site must establish a merchant account with a bank before credit-card orders can be processed online.
12. InetBiller is a peer-to-peer payment system.
13. Smart cards can be used only to make online purchases.
14. A contactless smart card has both a coiled antenna and a computer chip inside.
15. EBPP stands for electronic bill presentment and payment.
16. In order to make a credit-card purchase on the Web, the consumer must be 21.

UNIT -4: M-Business and E-Marketing

Short Questions:
1. What do you mean by m-business?
2. Which are the consumer devices that are driving the demand for m-business?
3. What is the main disadvantage of wireless devices than desktop computers?
4. Write down the abbreviation of PDA.
5. What is the use of two-way pagers?
6. What are the disadvantages of wireless internet service?
7. Write down the use of m-business.
8. What is cross-media advertising?
9. Which are the key to measuring the effectiveness of marketing campaign?
10. Define: Target Market.
11. What do you mean by response rate?
12. What is outsourcing?
13. Define: Plug-in.
14. Which is the part of permission-based marketing?
15. What is the use of advertising in e-business?
16. What do you mean by pop-up box?
17. What are the benefits of banner advertising?
18. Define term: Spamming.
19. What are the limitations of traditional direct mailing than direct mailing?
20. Write down the difference between buying advertising and selling advertising.
21. Define: opt-in e-mail.
22. Compare pay-per-click and pay-per-lead.
23. Compare pay-per-lead and pay-per-sale.
24. Write three companies offer wireless advertising.
25. Which are rich media advertising campaign tools?

Long Questions:
1. Write a note on Wireless Web Technologies.
2. What are the components of Internet marketing campaign?
3. What is m-Business? Explain in brief about M-business in context of B2C marketplace and B2B marketplace.

4. Explain demographics, psychographics, and segmentation of Internet and WWW users to target marketing campaign.
5. Write a short note on e-mail marketing.
6. Explain permission-based marketing and spamming.
7. What is the use of advertising in e-business? Explain banner advertising in detail.
8. Explain traditional direct marketing and telemarketing.
9. Write a short note on: Buying and selling banner advertising.
10. Explain all the advertising payment options as per pay-per-performance.
11. Explain in detail about Media-Rich advertising.

Fill in the blanks:

1. Wireless technology turns e-business into _____.
2. Wireless devices and current wireless technologies still present many obstacles to _____.
3. _____ will have significant implications for both B2C and B2B marketplaces.
4. _____ is e-business using wireless devices with internet access.
5. _____ transmissions are easy to tap.
6. _____ and _____ provide marketers with new tools and added convenience that can increase the success of their marketing efforts.
7. Keeping the public and your company's employees current on company news is called _____.
8. E-mail marketing campaign can provide _____ and _____ way to target potential customers.
9. _____ include pay-per-click, pay-per-lead and pay-per-sale.
10. The _____ offers free access to its online dictionary of more than 20 languages and will translate e-mails for free.
11. _____ means that you pay the host according to the number of click-throughs to your site.
12. Audio, video, and graphics are becoming important aspects of creative _____.
13. _____ can help you target customers through personalized e-mail.
14. _____ can offer the benefit of live interaction between customers and service representative.
15. _____ delivers content faster than streaming.
16. Paying a designated fee for every 1000 people who view the site on which the banner is located is called _____ method of payment.
17. _____ gives e-businesses the opportunity to establish and strengthen branding.
18. _____ involves using streaming media to broadcast an event over the web.
19. Parts of a company's operations are performed by other companies is called _____.
20. A _____ is a small application designed to extend the capabilities of another product, such as a Web browser.
21. _____ is when user pays the host for every sale resulting from a click-through.
22. Internet mailing lists include contact information for people who have expressed interest in receiving information on certain topics are called _____.
23. Mass e-mailing to customers who have not expressed interest is called _____.
24. _____ can help you target customers through personalized e-mail.

Multiple Choice Questions:

1. _____ is gateway acts as proxy server that receives request, translates and sends it to appropriate Internet server.
    a. WML
    b. WAP
    c. XML
    d. EDI

2. _____ is the scripting language used to design Web content to be delivered to wireless handheld devices.
    a. WML
    b. WAP
    c. XML
    d. EDI

3. _____ on wireless devices make it difficult to browse the web.
    a. Big Screens
    b. Small Screens
    c. Limited bandwidth
    d. Smaller memory capacity

4. First generation wireless technology was the _____.
    a. Digital cellular phones
    b. Cellular phones
    c. 3G Technology
    d. None of above

5. _____ is the e-business conducted using wireless devices.
    a. M-business
    b. CDMA
    c. PDA
    d. M-commerce

6. Which of the following will be the most important new application on the Web?
    a. E-business
    b. M-business
    c. Cellular phone
    d. Digital cellular phone

7. _____ are advertisements that lie vertically on web sites.
    a. Side panel ads
    b. Pop-up box
    c. Selling advertising
    d. Buying advertising

8. WML document is called _____
    a. Deck
    b. Card
    c. Rack
    d. None of above

9. _____ means that you pay the host according to the number of click-throughs to your site.

      a. Pay-per-click

      b. Pay-per-lead

      c. Pay-per-sale

      d. None of above

10. Which of the following advertising allows people viewing television to interact with what they are seeing on the screen?

      a. Cross-media

      b. Streaming video

      c. Interactive television

      d. All of above

11. When measuring the effectiveness on an online advertisement, the _____ is the percentage of visitors to a page who click on an advertisement.

      a. click ratio

      b. click rate

      c. Nielsen rating

      d. hit ratio

      e. click-through rate

12. _____ means that you pay the host for every lead generated from the advertisement.

      a. Pay-per-click

      b. Pay-per-lead

      c. Pay-per-sale

      d. None of above

True/False:

1. Spamming is soliciting consumers with unwanted e-mail.
2. The more effective way to determine the value of a web site for advertising purposes is to use the number of hits the site receives versus using the number of unique visitors.
3. CPM is considered an action-based fee.
4. Streaming delivers a flow of data in real time.
5. A target market is the group of people toward whom you direct a marketing campaign.
6. CPM stands for Consumer Product Management.
7. Pay-per-lead means that you pay the host for every sale resulting from a click-through.
8. M-Business is e-business using wireless devices with Internet access.
9. Selling advertising space on your own site can provide you with additional income.
10. Excessive e-mailing can decrease the effectiveness of your e-mail campaign.
11. SkyGo is a company that provides technology to support interactive television, signed up major advertisers to try out interactive television advertising.
12. WML tags are used to mark up a Web page to specify how the page should be formatted on a wireless device.
13. Sprint offers numerous e-commerce products and services for business of all size.
14. M-Business will have significant implications for both the B2C and B2B marketplaces.
15. The first generation wireless technology was the digital cellular phones.

UNIT -5: Affiliate Programs

Short Questions:
1. Define affiliate programs.
2. What is hybrid model?
3. Write a full form of CPM.
4. What is commission junction?
5. What are affiliate solution providers?
6. List out affiliate solution providers.
7. What is the work of plugnGo.com?
8. Define web site slickness.
9. List out examples of affiliate programs.
10. What is news group?
11. Define partnering.
12. What you mean by merchant?
13. Define pay-per-click model.
14. What is multi-tiered model?
15. Define following terms:
    o Web based solutions.
    o Commission-based-model.
    o Pay-per-lead.
    o Affiliate

Long Questions:
1. Define affiliate program and discuss how it works.
2. List down affiliate program reward structures and explain any one of them in detail.
3. Explain pay-per-click model.
4. Explain in detail pay-per-lead model.
5. Write a note on pay-per-sale model.
6. Explain multi-tiered and hybrid models.
7. Explain in brief affiliate solution provides.
8. List down affiliate solution providers.
9. Explain any two affiliate solution providers in detail.
10. Write note about CPM.
11. Explain commission junction in detail.
12. Explain various services provided by commission junction to its merchants.
13. Write a note on LinkShare.
14. Explain in detail: Be Free.
15. Explain ClickTrade and PlugInGo affiliate solution provides in detail.

Fill in the blanks:

1. _____ can include new customers' registration, having visitors sign up to receive a newsletter or having visitors use free demo.
2. The model that rewards an affiliate for each click-through that is generated off a banner hosted by the affiliate is called the _____.
3. A pay-per-sale model is also known as _____.
4. Multi-tiered model is also known as _____.
5. _____ model rewards affiliates based on the number of leads generated.
6. Two-tiered model involves only the original affiliate and its recruits, also known as _____.
7. A _____ model involves only the original affiliates and its affiliate recruits.
8. The _____ hosts advertising in return for commission based on predetermined terms.
9. LinkShare offers affiliate programs for _____ and _____ companies.
10. _____ model is also known as multi-level-model.
11. Pay-per-sale affiliate programs allow the affiliate to set up _____ on their site.
12. _____ offers design, implementation and management services for companies interested in Business-To-Business (B2B) affiliations.
13. _____ act as an extended sales force, assisting in building traffic, awareness, leads or even sales for merchants.
14. A _____ model is also known as commission-based model.
15. The company hosting the advertising in return for a reward based on predetermined terms is called _____.
16. _____ affiliate programs allow the affiliate to set up virtual store on their site.
17. _____ offers affiliate programs for B2B and B2C companies.

Multiple Choice Questions:

1. Which of the following protects an existing company from the threat of new entrants?
   a. switching costs
   b. loyalty programs
   c. entry barriers
   d. affiliate programs
2. A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?
   a. switching costs
   b. loyalty programs
   c. entry barriers
   d. affiliate programs
3. Which of the following statements accurately reflect the impact of technology?
   a. technology has caused buyer power to increase
   b. technology has lessened the entry barriers for many industries
   c. technology has increased the threat of substitute products and services
   d. all of the above
4. A business cannot be all things to all people. Instead, a business must:
   a. identify target customers
   b. identify the value of products/services as perceived by customers

     c.   all of the above

     d.   none of the above

5. Amazon.com is well-known for which e-commerce marketing technique?

     a.   banner ads

     b.   pop-up ads

     c.   affiliate programs

     d.   viral marketing

6. Which of the following is not a program reward structure?

     a.   Pay-per-click

     b.   Pay-per-lead

     c.   Pay-per-see

     d.   Pay-per-sale

7. Pay-per-sale model is also known as

     a.   Commission-based model

     b.   Reward-based model

     c.   Payment-based model

     d.   None of above

8. Multi-tiered model is also known as

     a.   Multi-store model

     b.   Multi-level model

     c.   Multi-storage model

     d.   Multi-payment model

9. Which model involves only the original affiliate and its recruits, which is also known as subaffiliates?

     a.   Multi-subaffiliate model

     b.   Payment-based model

     c.   Two-tiered model

     d.   All of above

10. LinkShare offers affiliate programs for which type of companies.

     a.   B2B (Business-To-Business)

     b.   B2C (Business-To-Consumer)

     c.   Both (a) and (b)

     d.   None of above

11. Which of the following model known as commission-based model.

     a.   Pay-per-lead

     b.   Pay-per-sale

     c.   Pay-per-click

     d.   None of above

12. The model that rewards an affiliate for each click-through that is generated off a banner hosted by the affiliate is called the _____.

     a.   Pay-per-share

     b.   Pay-per-click

     c.   Pay-per-lead

     d.   All of above

13. Pay-per-sale affiliate programs allow the affiliate to set up _____ on their site.

   a. Electronic Mall
   b. Commission Junction
   c. Virtual store
   d. None of above

14. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
   a. direct marketplace
   b. B2B
   c. B2C
   d. electronic marketplace

True/False:

1. An affiliate program is form of public relations.
2. Another name for the pay-per-lead model is the commission-based model.
3. Pay-per-sale affiliate programs allow the affiliate to set up virtual store on their site.
4. The company hosting the advertising in return for a commission based on predefines terms is called the merchants.
5. The company hosting the advertising in return for a commission based on predefines terms is called the affiliate.
6. A two-tiered model is an affiliate –program structure involving pay-per-click and pay-per-lead models.
7. It is usually free companies and individuals to join affiliate programs through affiliate solution providers.
8. CPM stands for consumer product management.
9. A multi-tiered model is also known as multi-spare model.
10. A hybrid model rewards affiliates on pay-per-click basis.
11. A reward structure determines how much revenue the merchant will receive.

UNIT -6: E-Business Online Trends

Short Questions:

1. What is retail store?
2. Why e-tailers offer lower prices?
3. Give full form of HIPAA.
4. What are the benefits of online medical services?
5. Give full form of MLS.
6. What are the effective means of communicating about political issues?
7. Define following terms:
   o Electronic ticket
   o GSA
   o HIPAA
   o MLS
8. What is e-learning?
9. Write down the major factors involved in popularity of an e-learning.
10. What do you mean by e-learning service providers?

11. List out examples of websites which provide traditional education online.
12. Define Request For Proposal.
13. Define e-publishing.
14. What is e-Zine?
15. What is online trading?
16. What do you mean by self publishing?
17. Explain in brief online news sources and their advantages.
18. How resume filtering software works?

Long Questions:

1. What is retail store? What are advantages and disadvantages of using retailing on the Web?

2. Discuss in detail about online banking services.

3. What do you mean by "Internet –only banks"?

4. Explain features of NetBank.

5. Discuss with suitable example: Online Loans

6. Explain features of ShareBuilder.

7. Explain in detail about Online Travel.

8. Explain in brief Online Grocery Stores.

9. Discuss e-learning technologies.

10. Define e-learning. Explain opponents of e-learning.

11. What is e-publishing?

12. Give your comments about future of e-publishing.

13. Write comments on "Web as medium of entertainment".

14. Write note on Web Radio and Online Games.

Fill in the blanks:

1. MLS stands for _____.
2. Finding a job online can greatly _____ the amount of time spent applying for position.
3. Airline passengers no longer need to worry about losing their paper ticket; many airlines now book flights electronically using _____.
4. _____ industries benefits from sites such as Site59.
5. The Internet hosts _____ sites for employers seeking to increase diversity in the work place.
6. _____ is disadvantage of online career service.
7. The match of matching resume to position is conducted by _____ software.
8. _____ purchases goods from the wholesaler, marks up the price and then offers the products to consumers.
9. _____ uses the Web and e-commerce to empower government buyers.

10. To maintain and capture market share, many _____ banks have become _____ by using the Internet as a method to deliver their services.
11. In earlier stages, e-learning was to delivered through _____ usually delivered to the desktop via CD ROM
12. E-learning also reduces _____ and _____ expense, especially when compared with corporate training, which often require students to relocate for given amount of time.
13. _____ is the digital creation and distribution of electronic content, including printed materials, music, video and software.
14. ROI stands for _____.
15. A/An _____ serves a database from which employees can quickly and easily find training and information.
16. The _____ is an electronic magazine usually focused on a small subject area.
17. XrML stands for _____.
18. The process of creating electronic content and distributing it over various channels, including the Internet, is called _____.
19. Internet radio is made possible in part by the _____ file format.
20. Many organizations employ a _____ to design the corporate learning strategy.

Multiple Choice Questions:
1. Which segment is most of the media's attention focused on?
   a. B2B
   b. B2C
   c. C2B
   d. C2C
2. What combines purchase requests from multiple buyers into a single large order, which justifies a discount from the business?
   a. Digital divide
   b. Global digital divide
   c. Demand aggregation
   d. None of the above
3. The best products to sell in B2C e-commerce are:
   a. Small products
   b. Digital products
   c. Specialty products
   d. Fresh products
4. Which products are people most likely to be more uncomfortable buying on the Internet?
   a. Books
   b. Furniture
   c. Movies
   d. All of the above
5. _____is an electronic magazine usually focused on a small subject area.
   a. E-Zines
   b. E-publishing
   c. E-learning

d. All of above
6. Internet radio is made possible in part by the _____ file format.
    a. mp3
    b. wav
    c. dat
    d. None of above
7. The process of creating electronic content and distributing it over various channels, including the Internet, is called
    a. E-Zines
    b. E-publishing
    c. E-learning
    d. All of above
8. _____ serves as a database from which employees can quickly and easily find training and information.
    a. Computer-Based-Training (CBT).
    b. Computer-Aided-Learning (CAL).
    c. Learning Management System (LMS).
    d. None of above.
9. The match of matching resume to position is conducted by
    a. Resume filtering software
    b. Resume selection software
    c. Resume snatching software
    d. All of above.
10. Many e-tailers often offer lower prices to
    a. Generate brand awareness
    b. Increase site traffic
    c. Increase customer loyalty
    d. All of above
11. Which of the following is not true for online travel?
    a. People can save time and money by booking their travel arrangements on the Web
    b. There is a great deal of competition among travel Web sites; each offers better service, low fares and more features.
    c. Customers now have the power to bypass a travel agent
    d. None of above.
12. Which of the following is true for Insurance Online?
    a. Insurance is complicated; the Web offers instruction and helpful documentation.
    b. Free quotes and calculators help consumers make informed decisions.
    c. Lower rates are often found on the Web for insurance.
    d. None of above.
13. Which of the following is not a challenge of an e-learning?
    a. E-learning is not always designed by skilled educators.
    b. Online learning increases social interaction among children.
    c. Copyright breach.
    d. All of above.
14. E-publisher that offers their services for a fee are called

a.   eMatter
b.   e-book
c.   subsidy e-publisher
d.   None of above

15. _____ could make security and copyright concerns disappear in e-publishing.
a.   XrML
b.   E-books
c.   Face-to-Face learning
d.   None of above.

True/False:

1.   To maintain and capture market share, many brick-and-mortar banks have become click-and-mortar by using the Internet as a method to deliver their services.
2.   E-Publishing is the digital creation and distribution of electronic content.
3.   E-zines are video content online.
4.   A bill making digital signatures, signatures encoded for a specific individual and processed within a computer, legally binding was passed.
5.   E-cards are used by member of B2B exchange to verify the identity of other suppliers.
6.   A set top box combined television and Internet technology to form a single entertainment solution.
7.   Bandwidth is measure of capacity used to determine how much information can travel over a given wire at a given time.
8.   Streaming media refers to the transfer of electronic books over the Internet.
9.   Pay per view is the same as video on demand.
10. Conversion refers to joining of the multiple technologies such as the Internet with television, radio and wireless technology.
11. RFP is the acronym for request for proposal.
12. Large number of applications received over the Internet is considered a disadvantage by most online recruiters.
13. Web recruiting reaches a less audience than posting an advertisement in local news paper.
14. Online job recruiting can completely replace other means of hiring employees.