eCommerce A Stakeholder Approach 1st edition Drake Test Bank

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Chapter 2 test bank

Multiple choice

1) Which of the following is not one of the three types of business physical presence?

A. Bricks & Clicks
B. Delivery and Pickup
C. Pure Play
D. Bricks & Mortar

2) Walmart, Netflix, and Zappos are all examples of which type of company?

A. B2B
B. C2C
C. B2G
D. B2C
E. C2B

3) Which of the following companies represent a C2C business?

A. Airbnb
B. Target
C. Best Buy
D. Google
E. Amazon.com

4) What is it called when a promotional site is used to generate customer interest which results in information that the company can use to follow up to make a sale?

A. Customer generation
B. Lead generation
C. Sales intelligence
D. Accounts receivable
E. Affiliate marketing

5) If I advertise Joe's Crab Dip on my blog as a part of affiliate marketing, when would I receive commission?

A. When a customer clicks the link to Joe's site.
B. When a customer purchases the dip on Joe's site after clicking the link.
C. When a customer sees the ad on my blog.
D. When a customer recommends a friend to try Joe's Crab Dip after seeing the ad on my site.
E. When a customer returns to purchase something in the future.

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6) Airbnb earns a fee every time that someone rents a room, house, etc. on their app. What is this revenue model called?

A. Crowd funding
B. Gratuity Income
C. Sales Percentage
D. Transaction Processing
E. Cloud computing

7) What is a potential threat to crowdfunding investors on the website Kickstarter?

A. The project does not get finished after the money is spent.
B. Kickstarter is illegal in many countries.
C. The new shareholders change the way that the company operates.
D. Companies using their own money gain a larger market share.
E. Investments cannot be rewarded.

8) Content providers, online communities, and cloud computing are all examples of what?

A. Social networks
B. Organization tools
C. Infomediaries
D. Marketing structures
E. Online business models

9) Which of the following enables Netflix to rapidly deploy computing resources and terabytes of video data in seconds using Amazon Web Services?

A. Infomediaries
B. Transaction processing
C. Cloud computing
D. Virtual reality
E. Geo-positioning

10) Which of the following identifies the key features that are necessary for success of a business?

A. Mission statement
B. Company charter
C. Business model
D. Value proposition

E. Decision making framework

11) When Travelocity consolidates multiple airline, hotel, and car rental options into a single website portal, what type of competitive advantage are they pursing?

A. Price
B. Quality
C. Selection of products
D. Value added service
E. Marketing

12) Which online revenue model best describes using a mobile app for ordering an Uber to pick you up from work?

A. One-time product purchase
B. Recurring product purchase
C. One-time service purchase
D. Recurring service purchase
E. Transaction processing

13) Selling products through a web interface is an example of which online business model?

A. Online retailer
B. Content provider
C. Infomediaries
D. Online community
E. Cloud computing

14) What was it called when the company “Square” pioneered a system with credit card scanners and a phone app to complete transactions?

A. Content provider
B. Cloud computing
C. Consumer Commerce
D. Mobile Commerce
E. Infomediary

15) What defines the specific moral practices and principles that an organization purports to encourage and enforce?

A. Institutionalization of ethics
B. Privacy statements

C. Code of ethics
D. Proactive detection systems
E. Anti-bullying principles

16) How does a block button help enact ethical principles?

A. It enables users to block bullies, reducing unethical behavior of those bullies.
B. It certifies that a news sources is free from bias or political slant.
C. It provides a mechanism to acquire payment for copyrighted materials.
D. It allows users to control how their information is shared.
E. It grants users the right to be forgotten.

17) What is privacy?

A. The collection of personal information by business through opt-in principles.
B. The separating of personal data from public data such that only public data is recorded, analyzed, or shared with third parties.
C. Acquiring, using, protecting, and sharing personal information when conducting business processes.
D. The five principles for collecting and using personal information, legally enacted throughout the world.
E. A desired state in which the individual is protected from intrusion, interference, and information access by others.

18) What is the name of the five principles for collecting and using personal information, originally proposed by the U.S. Federal Trade Commission?

A. Privacy standards
B. Fair information practice
C. Notice and awareness policies
D. Acquisition and usage standards
E. Privacy best practices

19) Which is an example of an opt-out message?

A. “I agree to receive autodialed promotional alerts to my cell phone.”
B. “We access, preserve, and share your information with regulators and law enforcement in response to legal requests.”
C. “I allow you to show me ads based on my social actions and activity.”
D. “Please check if you would no longer like to receive our messages.”
E. “We store data until it is no longer necessary to provide our services and products.”

20) What activity does the European Union's "Right to be Forgotten" law help regulate?

A. Acquiring personal information
B. Using personal information
C. Protecting personal information
D. Sharing personal information
E. Assessing personal information

21) What is the name of the copyright licenses that provide a finer designation than "all rights reserved" and "public domain"?

A. Attribution licenses
B. Non-commercial copyright
C. Middle ground copyright
D. Digital Millennium Copyrights
E. Creative commons

22) According to the Digital Millennium Copyright Act (DMCA), what can a copyright holder do if they discover their copyrighted material on a third-part website?

A. Notify the ISP where the material is located and issue a takedown notice of that material.
B. Immediately file a lawsuit against the ISP for hosting the material due to the infringing material.
C. Ban the ISP from mutual trade agreements with business partners.
D. Acquire a judicial takedown notice through a special court system just for copyright holders.
E. Contact their local state representative to initiative a regulatory takedown notice.

23) What did the Clarifying Lawful Overseas Use of Data (CLOUD) act address?

A. It addressed the value added tax on international transactions made by American corporations.
B. It addressed the localization practices and regulatory environment of International corporations.
C. It addressed Internet fraud cases for U.S. citizens traveling overseas.
D. It addressed the legal obligations of U.S. service providers with data stored overseas.
E. It addressed phishing scams, where the sender of an email is overseas.

24) Why is fraud so prevalent online?

A. Because Internet technologies allow immoral individuals to hide their identity easily.
B. Because users are more trusting in online environments, making them more susceptible to fraud.
C. Because of the new technologies, most laws are not applicable to websites.

D. Because fraudsters enjoy the online environment more.
E. Because the Internet architecture is engineered to ensure messages are received, regardless of sender.

25) How does the Internet architecture thwart attempts of censorship by governments?

A. The Internet architecture inherently protects the privacy of users.
B. The Internet is engineered such that if one route for transmission is damaged, downed, or blocked, an alternative route is found to send a message.
C. The Internet architecture transmits data free from preferences in content, method of communication, or data source.
D. The Internet was built without government oversight, enabling freedom of transmission of messages across international boundaries.
E. While ISPs are mostly for-profit, the Internet governing bodies are all international non-profits that prevent individual governments from enacting censoring laws or regulations.

26) What type of censorship was the Children's Internet Protection Act that required K-12 schools and libraries in the U.S. to use Internet filters and other measures to protect children from harmful online content, such as obscenity and pornography?

A. Political censorship
B. Social norm censorship
C. Security concerns censorship
D. Censorship to protect economic interests and copyright
E. Censoring network tools

27) What type of censorship most likely occurred when India's Mumbai Crime Branch shut down of the website Cartoons Against Corruption (cartoonsagainstcorruption.com) in 2011, when the website posted a series of cartoons targeting corrupt elected officials?

A. Political censorship
B. Social norm censorship
C. Security concerns censorship
D. Censorship to protect economic interests and copyright
E. Censoring network tools

28) Which of the following is not an argument for net neutrality?

A. Control of data should not lie with cable companies, but with customers.
B. Allowing cable companies to act as gatekeepers of content would hurt innovation.
C. Choices for broadband are very limited by locality, which leads to monopoly power abuses if unchecked.

D. Prioritizing services on the Internet fundamentally undermines the Internet's flexibility.
E. Cases of overuse in some Internet technologies has caused networks to become overloaded and unresponsive.

Short Answer

29) What is net neutrality?

30) What are at least three of the five Fair Information Practices?

Answers:

1. B
2. D
3. A
4. B
5. B
6. D
7. A
8. E
9. C
10. C
11. C
12. C
13. A
14. D
15. C
16. A
17. E
18. B
19. D
20. C
21. E
22. A
23. D
24. A
25. B
26. B
27. A
28. E
29. The idea that ISPs should provide access to Internet applications and websites without preferences

30. Notice & awareness, choice & consent, access & participation, integrity & security, and enforcement and redress.