

5. Monivalintatehtävä. Seuraavat 20 monivalintakysymystä perustuvat kurssin tenttikirjaan Turban-King-Lee-Warkentin-Chung: Electronic Commerce 2002 : A Managerial Perspective. Vastaa kysymyksiin *tenttikirjan perusteella*. Kuhunkin kysymykseen on vain yksi oikea vastaus. Oikeasta vastauksesta saat yhden pisteen, väärästä vastauksesta -0,5 pistettä ja vastaamatta jättämisestä 0 pistettä. Saat jättää vastaamatta korkeintaan neljä kysymystä. Jos tyhjiä vastauksia on enemmän, ylimääräiset tyhjätkä tulkitaan vääriksi vastauksiksi. Pistesumma ei voi olla negatiivinen. Täytä vastauksesi alla olevaa ruudukkoon. Tämä tehtävä tuottaa 20 % tentin maksimipistemäärästä.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	

- Mass customization allows companies to:**
 - Produce a large number of identical products.
 - Produce customized products for the public ("the masses").
 - Produce a large number of individualized products.
 - Understand the specific features the general public desires in order to create a successful product.
- Which of the following examples would benefit from an interorganisational information system (IOS)?**
 - a company needing to communicate with its staff through email
 - a company wanting to communicate with customers
 - a company that works closely with a primary supplier
 - a company sending orders to a variety of suppliers
- Which of the following is an intermediary?**
 - a marketing firm that prepares advertising materials
 - a computer system that matches buyers with "Goods Wanted" to sellers with "Goods for sale"
 - a seller who makes products available online
 - UPS delivering the products to the customer
- Lowering a customer's search cost allows them to:**
 - research more items to find the best price.
 - make correct purchasing decisions.
 - apply the savings to the cost of the product.
 - negotiate the best price.
- Under a product differentiation strategy, pricing is based on:**
 - The cost to produce the item.
 - The cost of similar (but not exact) items.
 - The marketplace the item is sold in
 - The customer's willingness to pay for that specific product
- Company A has eliminated its upstream distributors and is now purchasing raw materials directly from the manufactures using EC. What has occurred?**
 - Disintermediation
 - Reintermediary
 - Channel Conflict
 - Personalization
- Which of the following is an example of disintermediation?**
 - In addition to selling through their catalogues, a firm begins to sell online.
 - In addition to selling through department stores, a firm begins to sell online.
 - Instead of selling through their catalogues, a firm begins to sell online.
 - In addition to selling through their catalogues, a firm begins to sell through department stores.
- Being the first mover in a market may help eliminate which of the following problems with ex-changes?**
 - Transaction fees
 - Cost savings
 - Recruiting suppliers
 - Initial competition
- Which of the following businesses is an information portal?**
 - Company A sells products on their Web site to consumers.
 - Company B provides free email accounts and forces users to view banner ads.
 - Company C allows others to bid on products.
 - Company D provides news, bulletin boards and classified ads for a particular vertical market.
- Which of the following does not create dynamic pricing?**
 - Stock trading
 - Auctions
 - Long-term contracts
 - Storefront e-commerce sites

11. Which of the following is not part of the duties of an infomediary?
- A. Collect customer behaviour data
 - B. Analyze and repackage the data
 - C. Develop marketing and advertising plans
 - D. Sell the consolidated information
12. A wealthy individual who financially supports a start-up business is referred to as a(n):
- A. VC
 - B. IPO
 - C. Mezzanine
 - D. Angel investor
13. Which of the following is an example of peer-to-peer EC?
- A. File sharing
 - B. Personal services
 - C. Consumer exchanges
 - D. Classified ads
14. Company XYZ sells products to individuals. What EC classification do they fit?
- A. B2C
 - B. B2B
 - C. C2C
 - D. P2P
15. Which is an example of reintermediation?
- A. Using a salesperson to negotiate a large, complex agreement
 - B. Buying tickets directly from the airline
 - C. Purchasing insurance from the national company, not your local agent
 - D. Eliminating a broker and using EC instead
16. What is NOT one of Porter's Five forces?
- A. Threat of Substitutes
 - B. Bargaining Power of Suppliers
 - C. Rivalry of Competitors
 - D. Effects of EC systems
17. Which of the following is NOT the function of a market?
- A. Matching buyers and sellers
 - B. Facilitation of transactions
 - C. Ensuring profits of brokers
 - D. Providing institutional infrastructure
18. Company ABC is sending an email message to their satisfied customers. They hope these customers will forward the message on to their friends and colleagues. What specific type of marketing is being described?
- A. Push marketing
 - B. Pull marketing
 - C. Test marketing
 - D. Viral marketing
19. Which of the following systems is designed to be a standard language for communication between different systems?
- A. HTML
 - B. HTTP
 - C. XML
 - D. EDI

20. Julie is using an intelligent agent to help her find the best price on a CD she would like to purchase. What type of agent is she using?
- A. Negotiation
 - B. Merchant brokering
 - C. Auction support
 - D. Product brokering

Palauta tämä paperi tenttikonseptisi välissä!
Muista kirjoittaa nimesi tämän paperin etusivulle!