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Name:
Surname :
Number:

1.) Which information flows are the advantages of using the Internet as the infrastructure for electronic commerce and electronic business?

- i) Information can flow from one part of the organization to another
- ii) Information can flow from the organization to its customers
- iii) Information can flow from the organization to its suppliers
- iv) Information can flow from the organization to business partners

- a) i- iii -iv b) i- ii -iiii- iv c) ii- iii- iv d) i- ii - iv

2.) Answering any customer question, sending an expense report and correcting an employee record on Internet environment.....

- a) facilitate the supply chain management
- b) supplies the firm to manage the organization more effective
- c) reduces the transaction costs both for buyers and sellers
- d) facilitate the manager's role in organization

3.) Business model can be defined as:

- a) how the enterprise produces a product
- b) how the enterprise delivers a product
- c) how the enterprise sells a product
- d) how the enterprise produces, delivers and sells a product

4.) A consumer has to physically travel from store to store to find out the features and prices of any product which he wants to buy

- a) The seller firm contains digital firm properties
- b) The seller firm utilizes the Internet
- c) The business model of the seller firm is traditional
- d) Supply chain management is the basic property for the business model of the seller firm

5.) When a sales representative meets with a customer, he/she shares specific information with the customer. This interaction

- a) refers only richness (rich communication)
- b) refers only reach (reaching communication)
- c) refers both richness and reach (both rich and reaching communication)
- d) refers neither richness nor reach (neither rich nor reaching communication)

A2

6) Digitally enabled business processes and internet-enabled relationships supplied to obtain the detailed product information quickly and inexpensively and, this alteration (Internet usage) transformed

- a) the richness of information
- b) the reach of information
- c) both the richness and reach of information
- d) neither richness nor reach of information

7.) If a person clicks on a Web page, she /he will be transported to the advertiser's Web site as a graphic display used for advertising. This communication is called

- a) pop-up
- b) banner ad
- c) portal
- d) syndicator

8.) Internet business model such as Reuters aggregating content or applications from multiple sources and service providers, and packaging them for distribution is called

- a) pop-up
- b) banner ad
- c) portal
- d) syndicator

9.) There are many classifications for the electronic commerce transaction .Which classification is not true?

- a) Business-to business electronic commerce
- b) Business-to consumer electronic commerce
- c) Consumer-to business electronic commerce
- d) Consumer-to consumer electronic commerce

10.) Direct sales over the Web remove various layers which are responsible from certain steps in a value chain is called

- a) disintermediation
- b) reintermediation
- c) private exchange
- d) private industrial network

11.) can help firms to form continuous relationships with customers by providing individual content, information and services

- a) disintermediation
- b) reintermediation
- c) web personalization
- d) private exchange

12.) A single digital market place which is operated as independent intermediaries on Internet technology for many buyers and sellers is called as

- a) Business to business private exchange
- b) Business to customer private exchange
- c) Business to business net marketplaces
- d) Business to customer net marketplaces

13.) Flattening, decentralization, flexibility, location independence change contemporary business environment as

- a) globalization
- b) transformation of industrial economics
- c) transformation of enterprise
- d) emergence of digital firm

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14.) What is the difference between direct goods and indirect goods which are a classification of Net marketplaces?

- a) Both direct goods and indirect goods are used in a production process
- b) Neither direct goods nor indirect goods are used in a production process
- c) While direct goods are used in a production process, indirect goods are not involved in a production process.
- d) While direct goods are not used in a production process, indirect goods are involved in a production process.

15.) Net marketplaces are..... than private industrial networks

- a) only more relationship oriented
- b) only less transaction oriented
- c) more relationship oriented and less transaction oriented
- d) more transaction oriented and less relationship oriented

16.) Information systems that automata the relationships between a firm and its suppliers to optimize planning, searching, manufacturing, and delivery of products is called

- a) supply chain management system
- b) customer relationship management system
- c) enterprise system
- d) knowledge management system

17.) Choice four basic major systems defining the digital firm

- i) supply chain management systems
- ii) decision support systems
- iii) customer relationship management systems
- iv) enterprise systems
- v) knowledge management systems

a) i- ii – iii –iv

b) i- iii- iv- v

c) i –ii –iv - v

d) i – ii – iii - v

18.) Using..... effectively requires an understanding of the organization, management and technology shaping the systems

- a) computer hardware
- b) production or service workers
- c) knowledge workers
- d) information systems

19.) Technical approaches of information systems are.....

- a) economics, management science and operations research
- b) computer science, economics and operations research
- c) management science, computer science, and operations research
- d) management science, economics and computer science

20.) Information technology can increase organizational flexibility of

- a) small companies
- b) large companies
- c) both small and large companies
- d) neither small nor large companies

Solutions

1	b
2	c
3	d
4	c
5	a
6	c
7	b
8	d
9	c
10	a
11	c
12	c
13	c
14	c
15	d
16	a
17	b
18	d
19	c
20	c
21	a
22	b
23	d

24	b
25	d
26	c
27	a