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1. The dimension of e-commerce that enables commerce across national boundaries is called _____.

- A. interactivity.
- B. global reach.
- C. richness.
- D. ubiquity.

ANSWER: B

2. E-commerce technologies have improved upon traditional commerce technologies in _____.

- A. richness.
- B. reach.
- C. both richness and reach.
- D. neither richness nor reach.

ANSWER: C

3. Which one of the following is not one of the major types of e-commerce?

- A. C2B.
- B. B2C.
- C. B2B.
- D. C2C.

ANSWER: A

4. Compared to B2C e-commerce, B2B e-commerce is _____.

- A. of equal size.
- B. slightly smaller.
- C. slightly larger.
- D. much larger.

ANSWER: D

5. Which of the following is not considered to be one of the three phases of e-commerce?

- A. Innovation.
- B. Consolidation.
- C. Preservation.
- D. Reinvention.

ANSWER: C

6. The idealistic market envisioned at the outset of the development of e-commerce is called a _____.

- A. Bailey market.
- B. Baxter market.
- C. Bergman market.
- D. Bertrand market.

ANSWER: D

7. The primary source of financing during the early years of e-commerce was _____.

- A. bank loans.
- B. large retail firms.
- C. venture capital funds.
- D. initial public offerings.

ANSWER: C

8. The type of firms that benefited the most during the consolidation period of e-commerce were _____.

- A. large, traditional firms.
- B. first movers.
- C. pure online companies.
- D. ISPs

ANSWER: A

9. All of the following are technologies used to gather information about you online except _____.

- A. spy ware.
- B. cookies.
- C. Gmail.
- D. anonymizers.

ANSWER: D

10. A _____ is the set of planned activities designed to result in a profit in a marketplace.

- A. business model.
- B. profit model.
- C. business plan.
- D. revenue model.

ANSWER: A