

الإسم الرقم

أجب عن جميع الأسئلة

ورقة الإمتحان تشتمل على 8 صفحات

Question 1 (15 marks)

1. Electronic commerce (EC) is defined as the online exchange of _____ between firms, and also between firms and their customers.
 - A. Goods
 - B. Services
 - C. Money
 - D. All of the above
2. Electronic business goes beyond buying and selling. EC can involve the events leading to a purchase, as well as _____ after the sale.
 - A. Marketing
 - B. Communication
 - C. Customer service
 - D. Management
3. B2B is a type of EC that refers to transactions that occur as:
 - A. Business-to-consumer.
 - B. Business-to-buyer.
 - C. Business-to-business.
 - D. Buyer-to-business.
4. B2E types of EC are referred to as:
 - A. Business-to-employee.
 - B. Buyer-to-employee.
 - C. Business-to-environment.
 - D. Business-to-everyone.
5. EBay's typical transaction is an example of a Web site that employs the _____ type of EC.
 - A. B2B
 - B. B2C
 - C. B2E
 - D. C2C
6. The combination of the Internet and Web technologies has given rise to a global platform where firms across the world can compete for customers and gain access to new:
 - A. Competitors.
 - B. Markets.
 - C. Monies.
 - D. Employees.

7. Companies that choose to operate solely in the traditional physical markets are described as:
- A. Brick-and-mortar.
 - B. Brick-and-click.
 - C. Pure play.
 - D. Business-and-mortar.
8. companies do not have:
- A. Warehouses.
 - B. Supply chains.
 - C. Storefronts.
 - D. Employees.
9. businesses continue to operate their physical locations, but they have also added a(n) _____ component to their business strategy.
- A. Strategic
 - B. Security
 - C. EC
 - D. Marketing
10. In the term m-commerce, the "m" refers to:
- A. Mobile.
 - B. Multimedia.
 - C. Multi-type.
 - D. Miscellaneous.
11. EC applications are supported by infrastructure and by each of the following support areas except;
- A. People
 - B. Public policy
 - C. Marketing and advertisement
 - D. Competitor
12. A job opening in the Sales Department is posted on the company's intranet by the Human Resources Department. This is an example of _____ .
- A. E2C
 - B. B2S
 - C. B2B
 - D. B2E
13. Boeing designing a product together with business partners is a type of interaction.
- A. Collaborative commerce
 - B. Nonbusiness EC
 - C. B2B2C
 - D. B2B2C

14. Large private organizational buyers and government agencies make large-volume or large-value purchase through _____ , also known as reverse auctions.

- A. Electronic tendering systems
- B. Online direct marketing
- C. Name-your-own-price models
- D. Viral marketing

15. The most common method and traditional form of auctions in which one seller entertains bids from many buyers is referred to as _____ .

- A. Forward auctions
- B. Reverse auctions
- C. Bidding auction system
- D. Tendering system

Question 2 (20 marks)

1- Define the followings (10 marks)

2- E-commerce

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3- Maximum bid

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4- E-cash

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5- E-Micro-payment System

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6- Supply Chain management

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7- Push technology

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8- Digital Signature

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9- Kotlin

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10- intelligent agent

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10 -E-gift

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2- Give abbreviation for the following (10 marks)

- DOS.....
- DES.....
- SET.....
- EDI.....
- PDA.....
- B2G.....
- ISP.....
- LAN.....
- EPS.....
- G2G.....

Question 3 (25 marks)

A- What the difference (s) between the following (10 marks)

1- Customer and B2B auction (2 marks)

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2- E-commerce and E-business (2 marks)

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3- E-currency and E-cash (2 marks)

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4- Computer Virus and Trojan horse (2 marks)

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5- Customization and personalization (2 marks)

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B- Mention four tools of E-marketing (4 marks)

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What is eBay's business model? (2 marks)

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C- What are the major types of e-commerce? Explain with examples (4 marks)

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D- Write whether those statements are True or False (5 marks)

E-business activities support selling, buying, and providing relationships, as well as the internal and external transactions involved.	
Online auctions are the fastest growing segment of e-commerce.	
In business-to-consumers (B2C), a business sells to a business but delivers the product or service to an individual consumer	
Electronic funds transfer (EFT) is one of the modern EPSs	
Smart cards are broadly classified into two groups: contact and contactless.	

Question 4 (20 marks)

A- Match A with B (10 marks)

A	B	A-B
Ubid.com	E-cash	
e-wallets	Digital Signature	
Charge card	B2BAuction	
Debit card	AOL	
Auction	PIN	
Smart card	Microsoft passport	
E-cash	Store	
e-check	POP -UP	
PayPal	Graphic	
E-Marketing	IBM	

B- Using diagram show how EPS work (10 marks)

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Question 5 (20 marks)

Discuss the following (20 marks)

A- Mobile E-commerce (5 marks)

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B- E-commerce Infrastructure

(5 marks)

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C- E-Commerce model

(7 marks)

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D- The advantages of Electronic Fund Transfer (3 marks)

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