BSIT' 401/CSCP 461: Electronic
Commerce & Business

PART 2: TRUE / FALSE

INSTRUCTIONS: Underline the right answer.

36. An electronic shop (also often called a webshop or an online shop) is a web-based software system that offers goods and services, generates bids/offers, accepts orders, and handles delivery and modes of payment.

    True   False

37. However, as more businesses and individuals find the benefits of e-commerce to be compelling, many of these technology and culture-related disadvantages will be resolved or seem less problematic.

    True   False

38. E-business (electronic business) is the conducting of processes on the internet, so that some activities that are performed for the business to succeed such as marketing, sales and feedback management are done online.

    True   False

39. Websites like eBay (www.ebay.com.my) and Tonaton (www.tonaton.com) are the perfect examples for C2C e-commerce.

    True   False

40. In summary, the principal difference between e-business and m-business revolves mostly around the nature of the medium for supporting exchanges between parties.

    True   False

PART 3: DEFINITIONS

INSTRUCTIONS: Give a sentence for the Definition.

41. Ethics is about understanding right and wrong. Business ethics is an increasingly acknowledged part of business life, and this is no less true for e-Business. One ethical issue distinctive to E-Business is Privacy. What is Privacy?

42. Managing an E-Business firm involves the management of some key aspects of the E-Business itself, to achieve the success that is deserved. One of this is Managing Knowledge. What is Explicit Knowledge?

43. The primary purpose of the small office network is usually to allow members of the organization to share information and other hardware resources such as printers and other peripherals. The computing needs of small organizations can usually be met by a single LAN with one or two servers, using off-the-shelf components. What is LAN?

44. During the first few years of e-commerce, many types of crime came to light, ranging from manipulation of stocks on the Internet to the creation of a virtual bank that disappeared together with the investors' deposits. What is a Virtual Bank?

45. Marketers also devise and implement brand strategies. In developing new e-commerce brands, the ability to devise and develop a brand strategy has been crucial in the success and failure of many companies. What is a Brand Strategy?

PART 4: SHORT NOTES

INSTRUCTIONS: Provide a one to two sentence notes on the following.

46. Feature set

47. Product Brand

48. Customer Relationship Management

49. Market Research

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50. E-Commerce Fraud

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