Package Title: Practice

Course Title: Boone, Contemporary Business, Third Canadian Edition

Chapter Number: 18

Shuffle: No

Question type: Multiple Choice

1. Sites such as Amazon.ca can be categorized as \_\_\_\_\_.

a. marketing websites

b. corporate websites

c. phishing websites

d. podcasting websites

Answer: a

Learning Objective 1: 18.1 Discuss the function of e-commerce

Section Reference 1: Discuss the function of e-commerce.

AACSB: Analytical thinking

Difficulty: Easy

Bloom’s Taxonomy: Knowledge

AACSB: Communication

2. Which of the following is a similarity between a corporate website and an informational website?

a. Both allow users to upload media.

b. Neither allows online product purchasing.

c. Neither gives product details.

d. Both help connect one business to another.

Answer: b

Learning Objective 1: 18.2 List the major functions of B2B e-commerce.

Learning Objective 2: 18.3 Explain B2C e-commerce.

Section Reference 1: List the major functions of B2B e-commerce;

Section Reference 2: Explain B2C e-commerce.

AACSB: Analytical thinking

Difficulty: Medium

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

3. Zathcane Inc. is a garment manufacturing company. Its website has all the details about its products. However, the customers cannot buy these products through the website. They can only buy them in its store. In this scenario, Zathcane Inc.’s website is a(n) \_\_\_\_\_.

a. archive website

b. marketing website

c. phishing website

d. informational website

Answer: d

Learning Objective 1: 18.3 Explain B2C e-commerce.

Section Reference 1: Explain B2C e-commerce.

AACSB: Analytical thinking

Difficulty: Hard

Bloom’s Taxonomy: Application

AACSB: Analytic

4. Gina is an alumnus of Tristin University. Since she is a former student, she is able to access the university’s website for details about its alumni programs, university functions, and placement programs. Tristin University’s website is an example of a(n) \_\_\_\_\_.

a. virtual private network

b. private exchange

c. extranet

d. intranet

Answer: c

Learning Objective 1: 18.2 List the major functions of B2B e-commerce.

Section Reference 1: List the major functions of B2B e-commerce.

AACSB: Analytical thinking

Difficulty: Medium

Bloom’s Taxonomy: Application

AACSB: Analytic

5. Which of the following variants of extranet has functions similar to a private exchange but limits users to an organization’s employees or members?

a. Malware

b. Electronic data interchange

c. Virtual private network

d. Intranet

Answer: d

Learning Objective 1: 18.2 List the major functions of B2B e-commerce.

Section Reference 1: List the major functions of B2B e-commerce.

AACSB: Analytical thinking

Difficulty: Easy

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

6. \_\_\_\_\_ uses web-based systems to enable all types of organizations to improve the efficiency of their purchasing processes.

a. E-procurement

b. E-tailing

c. Factoring

d. Accrual accounting

Answer: a

Learning Objective 1: 18.2 List the major functions of B2B e-commerce.

Section Reference 1: List the major functions of B2B e-commerce.

AACSB: Analytical thinking

Difficulty: Easy

Bloom’s Taxonomy: Knowledge

AACSB: Communication

7. A customer viewing the Honda website cannot actually purchase a Honda car from the website. The customer, however, can purchase the same car online from Craigslist. This makes Craigslist a(n) \_\_\_\_\_.

a. archive site

b. shopping site

c. showcase site

d. phishing site

Answer: b

Learning Objective 1: 18.3 Explain B2C e-commerce.

Section Reference 1: Explain B2C e-commerce.

AACSB: Analytical thinking

Difficulty: Medium

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

8. Lanetax Inc. is a footwear manufacturing company. It has launched a website where customers can buy its products. Lanetax Inc.’s website can be categorized as a(n) \_\_\_\_\_.

a. digital assistant

b. phishing site

c. electronic storefront

d. informational site

Answer: c

Learning Objective 1: 18.3 Explain B2C e-commerce.

Section Reference 1: Explain B2C e-commerce.

AACSB: Analytical thinking

Difficulty: Hard

Bloom’s Taxonomy: Application

AACSB: Analytic

9. Which of the following countries is included in the top five e-commerce countries ranked based on their year-over-year e-commerce growths?

a. North Korea

b. South Africa

c. India

d. China

Answer: d

Learning Objective 1: 18.3 Explain B2C e-commerce.

Section Reference 1: Explain B2C e-commerce.

AACSB: Analytical thinking

Difficulty: Easy

Bloom’s Taxonomy: Knowledge

AACSB: Communication

10. The private key in the secure sockets layer (SSL) software is used to \_\_\_\_\_.

a. disseminate information

b. encrypt information

c. decipher information

d. add information

Answer: c

Learning Objective 1: 18.4 Describe the challenges of e-commerce

Section Reference 1: Discuss the challenges associated with e-commerce.

AACSB: Analytical thinking

Difficulty: Easy

Bloom’s Taxonomy: Knowledge

AACSB: Communication