Package Title: Clickers

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Chapter Number: 18

1. A website designed to increase a company’s visibility, promote and showcase products, and provide other information about a company is called an informational website.
2. True
3. False

Answer: False

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

a. marketing websites

b. corporate websites

c. phishing websites

d. podcasting websites

Answer: a

1. One of the oldest applications of technology to business transactions is EDI which cuts paper flow, speeds order cycles, and reduces errors. For what do the letters EDI stand?
2. expansive development interactions
3. extranet digital iterations
4. evaluating data inventory
5. electronic data interchange

Answer: d

1. Technology has allowed “e-tailing” which is retailing on the Internet. This kind of B2C sales is expanding into new markets selling new goods and services. Which of the following has burgeoned the most?
2. dating sites
3. men’s shoes
4. print media
5. women’s lingerie

Answer: c

1. A high-tech scam that uses small or pop-up messages to get unsuspecting victims to reveal personal information is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. hacking
3. theft
4. fraud
5. phishing

Answer: d

1. There are several challenges to e-commerce, particularly safe online payment. Web browsers contain sophisticated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ systems designed to protect customer data.
2. terms and conditions
3. liability clauses
4. encryption systems
5. social insurance

Answer: c

1. A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an electronic barrier between company’s Internet network and the Internet that limits access into and out of the network.
2. screening system
3. electronic code
4. password
5. firewall

Answer: d

1. A dispute among producers, wholesalers, and retailers is called a:
2. channel conflict
3. supply chain irregularity
4. network mediation
5. e-commerce complication

Answer: a

1. The Internet has four main functions: e-commerce, entertainment, information and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. e-tailing
3. blogging
4. education
5. communication

Answer: d

11. The process used by a company to increase the number of visitors to its website by providing a search ranking and results via a search engine such as Google or Bing is called which of the following:

1. Search Ranking Advantage
2. Site Visitor Growth
3. Search Engine Optimization
4. Site Enabled Customization

Answer: c

12. Which countries will soon surpass the U.S. in online sales?

1. Brazil, Russia, India, China
2. Colombia, Australia, S. Africa, UK
3. India, Japan, Indonesia, N. Korea
4. France, Norway, Ukraine, Pakistan

Answer: a

13. Most of the world’s users of the Internet live on which continent?

1. North America
2. Japan
3. Europe
4. Asia

Answer: d

14. International e-commerce holds great promise for growth for new and established businesses. What is the most logical reason why this may be so?

1. Many people in developing countries cannot get what they want in their local markets, so buy online.
2. Prosperity is rising all over the world, so potential users have more wealth with which to purchase goods.
3. Most people speak English.
4. Local distribution is easy to arrange with trusted partners.

Answer: a

15. Increasing brand awareness, profitability, click-through rate, conversion rate, surveys and influencers all are ways to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a website.

1. determine; efficiency
2. monitor; customer likeability
3. increase; attractiveness
4. measure; effectiveness

Answer: d

16. What is the first question a company must ask when planning a website?

1. “How much money do we want to spend?”
2. “Who is our target customer?”
3. “What is the goal of our website?”
4. “When do we want to launch it?”

Answer: c

17. The new world of mobile or m-commerce means that e-businesses interested in capturing consumers who make purchases on their mobile devices will need a mobile strategy in place. Mobile commerce is expected to reach ­\_\_\_\_\_\_\_\_\_ percent of overall e-commerce by 2021.

1. 10
2. 52
3. 73
4. 40

Answer: c

18. E-commerce is experiencing a shift from transaction-based commerce to a more immersive experience for the customer to better inspire, inform and develop an emotional connection with a shopper.

1. True
2. False

Answer: True

1. All of the following are current trends in e-commerce **except:**
2. faster shipping
3. focus on price and efficiency
4. explosive growth in mobile checkout
5. the rise of ROPO (research online, purchase offline)

Answer: b

20. An approach to sales that provides customers with access to products online from a mobile device, computer, telephone or a brick and mortar store is called a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ experience.

1. conventional
2. futuristic
3. omni-channel
4. electronic storefront

Answer: c