


Course Title: E-commerce
Date: 30 / 10 / 2012
No. of Questions: 3 Questions
Time: 1 hour
Using Calculator (No)

University of Palestine

Mid Exam
Total Grade: 20

Instructor Name: Miss. Rasha Atallah
Student No.: _____
Student Name: _____
College Name: _____
Dep. / Specialist: _____
Using Dictionary (No)

First Question

Q1 B1

Put (√) or (X) for each of the following statements:

- 1- Storefront is an online shopping center where many online stores are located
- 2- Reintermediation is elimination of intermediaries between sellers and buyers
- 3- Auction is exchange of goods or services
- 4- Negotiated pricing commonly is used for expensive or specialized products
- 5- The retailers is the person whose sell over the Internet
- 6- A grocer that takes orders online and provides deliveries on a daily
- 7- EC systems are uncontrolled variable Model of Consumer Behavior
- 8- The buying decisions are dependent variables
- 9- Web market researchers can conduct a very large study cheaply
- 10 Conversion rate is percentage of clickers who actually make a purchase

Second Question

No. of Branches (5)

- Define E-commerce

- EC can take several forms depending on the degree of digitization

The Six elements of a business model are :

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There are three types of e-marketplaces .Talk about them .

Explain the difference between front end and back end

Who is the Broker ?Talk about it is type

The three dimensions of electronic catalogs are :

Talk about the Digital Economy Impact on Industries

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Talk about Software Agents in Marketing and Advertising Applications

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>