## University of Palestine Wid 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** ( $\sqrt{}$ ) 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 andbuyers
- 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 10Conversion 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 :



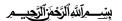
There are three types of e-marketplaces .Talk about them .

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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What are the characteristics of Successful E-Tailing

**Define : Market segmentation** 

**Compare between Mass, Segmentation, and One-to-One Marketing** 





# Talk about Software Agents in Marketing and Advertising Applications

1	2	3	4	5
6	7	8	9	10