

Course Title: E-Business
Date: 24 / 3 / 2013
No. of Questions: 3 Questions
Time: 1 hour
Using Calculator (No)

University of Palestine



Midterm Exam
2nd semester 2012/2013
Total Grade: 20

Instructor Name: Eng. Eman

Alajrami

Student No.: _____

Student Name: _____

College Name: _____

Dep. / Specialist: _____

Using Dictionary (No)

First Question	No. of Branches (1)	2.5 Marks
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A) Choose the correct answer:

1. B2E is conducted in one of the following scheme:
 - (a) Intrabusiness
 - (b) Interbusiness
 - (c) Global Business.
 - (d) None of the above
2. The e-distribution channel of consumers-to-consumers (C2C) is called:
 - (a) P2P
 - (b) B2C
 - (c) B2B
 - (d) None of the above
3. The transformation from physical to digital of the product, the process, and the delivery agent in an offline organization is called:
 - a) Pure e-commerce
 - b) Click-and-mortar
 - c) Brick-and-mortar
 - d) All of the above
- 4- One of the following is a benefit of E-business:
 - a) Culture
 - b) Legal issues
 - c) Ubiquity
 - d) None of the above
- 5- Public marketspaces are also known as:
 - (a) Exchanges
 - (b) Supply Chain Management (SCM)
 - (c) Auctioning
 - (d) None of the above

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Second Question	No. of Branches (1)	<u>2.5 Marks</u>
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A) Define the following briefly:

1. SLEPT

2. Random banners

3. Revenue model

4. Affiliate marketing

5. Partial EC

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Third Question	No. of Branches (5)	15 Marks
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(A) Answer the following questions: (15)

1. By drawing show the relationship between intranets, extranets and the Internet?

2. What is the infrastructure needed to apply the e-business?

3. List three limitations of E-business in Gaza and discuss how it can be overcome.

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4. Discuss the main types of e-business transactions giving examples.

5. What are the eight principles for data protection?

Good Luck