

CHAPTER 13:

ELECTRONIC COMMERCE AND E-BUSINESS

Multiple Choice:

1. _____ founded Amazon.com.

- A. Alan Kay
- B. Jeff Bezos
- C. Bill Gates
- D. Andy Grove

Answer: B

2. _____ refers to sharing information, developing and maintaining business relationships, and using telecommunications networks to conduct business.

- A. E-commerce
- B. M-commerce
- C. B2C
- D. C2C

Answer: A

3. Internet-based companies are often referred to as:

- A. CRMs.
- B. brick-and-mortar companies.
- C. Fortune 100 companies.
- D. dot coms.

Answer: D

4. B2E most closely equates to:

- A. C2C.
- B. B2C.
- C. B2B.
- D. C2B.

Answer: C

5. An example of B2C is:

- A. a law firm buying computer software for employees.
- B. Wal-Mart buying pet food directly from the manufacturer, Iams.
- C. a student buying a T-shirt from the Lands' End website.
- D. a university buying desks from a manufacturer.

Answer: C

6. An example of C2C is:

- A. eBay.
- B. Microsoft.com.
- C. Amazon.com.
- D. United Airlines.

Answer: A

7. All of the following are advantages of using an intranet EXCEPT:

- A. cross-platform capability.
- B. security restrictions so employees cannot access the company network from home.
- C. open standards.
- D. reduced hardware and software costs.

Answer: B

8. Communication software for an intranet includes:

- A. TCP/IP.
- B. VPN.
- C. LAN.
- D. WAN.

Answer: A

9. A(n) _____ connects many private networks from different companies for communication through a private interorganizational information system.

- A. intranet
- B. extranet
- C. Internet
- D. WAN

Answer: B

10. A secure private network physically attaches intranets to an extranet through:

- A. coaxial cables.
- B. fiber optics.
- C. private leased phone lines.
- D. microwave and wireless transmissions.

Answer: C

11. Internet virtual private networks are preferred over extranets for all of the following reasons EXCEPT:

- A. data can be encapsulated.
- B. communications are kept private.
- C. good security.
- D. use of inexpensive leased phone lines.

Answer: D

12. When you purchase an item from eBay, the electronic payment can be facilitated using:

- A. SQL.
- B. ListServ.
- C. PayPal.
- D. CRM.

Answer: C

13. A code of ethics should address all of the following EXCEPT for:

- A. policy on privacy.
- B. permission to record personal information.
- C. intended use of recorded personal information.
- D. scalability.

Answer: D

14. The _____ requires health care providers and hospitals to protect the confidentiality of an individual's health information.

- A. ACM Code of Ethics
- B. Intellectual Property Act
- C. National Infrastructure Protection Center
- D. Health Insurance Portability and Accountability Act

Answer: D

15. The Children's _____ of 1998 requires certain commercial Web sites to obtain parental consent before collecting, using, or disclosing personal information about children under 13.

- A. Online Privacy Protection Act
- B. Data Protection Directive
- C. National Infrastructure Protection Center
- D. Code of Ethics

Answer: A