Name : **12 min**

MGIS 410 Fall 2004 – QUIZ #1 Group A

Each of the following questions has 5 choices only one of which corresponds to the correct answer. Mark the appropriate answer. Each question is worth 1 point.

1. Which of the following is **not** an element of an effective business model?
a) value proposition
b) management team
c) information asymmetry
d) revenue model
e) organizational structure / development

2. A firm's _____ describes how a firm will produce a superior return on invested capital.
a) value proposition
b) revenue model
c) market strategy
d) competitive advantage
e) business model

3. Which of the following companies utilizes a transaction fee revenue model?
a) WSJ.com
b) E-Trade.com
c) MyPoints.com
d) Milliyet.com.tr
e) Hepsiburda.com

4. In the _____ revenue model, a Web site that offers users content or services charges a fee for access to some or all of its offerings.
a) advertising
b) affiliate
c) referral
d) transaction fee
e) subscription

5. Today, the portal business model is to:
a) be understood as a vertical portal (vortal) by default.
b) serve solely as a gateway to the Internet.
c) be a destination site.
d) provide an integrated package of content and services all in one place
e) both (c) and (d)

6. Industries using the transaction broker business model include **all but**:
a) financial services like **Ameritrade.com**
b) travel services like **Priceline.com** and **Travelocity.com**
c) job placement services like **Insankaynaklari.com** or **Adecco.com**
d) auction sites in C2C type e-commerce like **Gittigidiyor.com** or **www2.haberturk.com/muzayede/**
e) All of the above industries use the transaction broker business model.

7. A _____ is the set of activities performed in an industry or in a firm that transforms raw inputs and resources into final products and services.

a) supply chain
b) value chain
c) business strategy
d) logistics chain
e) menu chain

8. _____ occurs when there are no differences among products or services and the only basis for choosing is a particular product or service is price.

a) Differentiation
b) Commoditization
c) Leverage
d) Profit
e) Perfect Competition

9. All of the following firms are successfully executing an online grocery business model **except**:

a) Tesco
b) FreshDirect
c) Webvan
d) Migros
e) Safeway

10. The basic value proposition of community providers is:

a) They offer a fast, convenient one-stop site where users can focus on their most important concerns and interests.
b) They offer consumers valuable, convenient, time saving and low cost alternatives to traditional service providers.
c) They create a digital electronic environment for buyers and sellers to meet, agree on a price and transact.
d) They increase customers' productivity by helping them get things done faster and more cheaply.
e) They distribute information content, such as digital news, forecasts, music, photos, video, and artwork over the Web.

11. All of the following are B2B business models **except**:

a) e-distributors
b) e-procurement
c) private industrial networks
d) exchange hubs
e) e-tailers

12. Suppose that **eBay.com** adopts wireless mobile computing, allowing its customers to bid on auctions from their cellular phones or smart phones. In this case, we can say that **eBay.com** uses all the following business models / types **except**:

a) Service provider
b) M-commerce
c) market creator
d) C2C
e) All of the above would then be used by eBay.com.

13. Which type of e-commerce is distinguished by the type of technology used in the transaction rather than by the nature of the market relationship?

a) B2C
b) C2C
c) P2P
d) B2B
e) These are NOT the types of e-commerce.

14. The World Wide Web is:

a) the most popular service that runs on the Internet infrastructure.
b) a world-wide network of computer networks built on common standards.
c) a network of computers created in the late 1960s to connect a small number of mainframe computers.
d) a virtual collection of myriad local area networks and wireless access points.
e) all of the above.

15. E-commerce II which is said to have started in January 2001 is likely to be characterized by:

a) the dominance of large traditional firms
b) stronger regulation and governance
c) venture capital financing
d) both a) and b)
e) all of a), b) and c)