|  |  |
| --- | --- |
| **Question1**  Correct | What are the two most important management challenges in building a successful e-commerce presence? |
| |  |  | | --- | --- | |  |  | | Answers: | Correctdeveloping a clear understanding of business objectives and knowing how to choose the right technology to achieve those objectives | |  | having an accurate understanding of your business environment and an achievable business plan | |  | building a team with the right skill sets and closely managing the development process | |  | identifying the key components of your business plan and selecting the right software, hardware, and infrastructure for your site | |

**Question 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following basic system functionalities is used to display goods on a Web site? |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | product database | |  | Correctdigital catalog | |  | shopping cart system | |  | customer database system | |  |  |  |

**Question 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following helps you understand the marketing effectiveness of your e-commerce site? |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | shopping cart | |  | product database | |  | Correctsite tracking and reporting system | |  | inventory management system | |  |  |  |

**Question 4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is *not* one of the basic business objectives for an e-commerce site? |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | display goods | |  | execute a transaction | |  | provide production and supplier links | |  | Correctoptimize system architecture | |  |  |  |

**Question 5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Most of the time required to maintain an e-commerce site is spent on: |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | debugging code. | |  | responding to emergency situations. | |  | Correctgeneral administration and making changes and enhancements to the system. | |  | changes in reports, data files, and links to backend databases. | |  |  |  |

**Question 6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | All of the following are basic functionality provided by e-commerce merchant server software *except*: |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | a product catalog. | |  | Correctmarketing software. | |  | a shopping cart. | |  | credit card processing. | |  |  |  |

**Question 7**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | All of the following are Web site design features that annoy customers *except*: |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | slow-loading pages. | |  | pop-under ads. | |  | splash pages. | |  | Correctredundant navigation. | |  |  |  |

**Question 8**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is not an activity typically associated with a social media e-commerce presence? |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | Correctsearch | |  | conversation | |  | sharing | |  | advice | |  |  |  |

**Question 9**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is *not* a main factor in determining overall demand for an e-commerce site? |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | Correctstatic file sizes | |  | number of items in inventory | |  | user profiles | |  | type of content | |  |  |  |

**Question 10**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is *not* an example of one of the four kinds of e-commerce presence? |  |  |  |
| |  |  | | --- | --- | |  |  | | Answers: | e-mail list | |  | Correctcustomer management system | |  | Twitter feed | |  | print ad that refers to a Web site | |  |  |  |