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|  **Question1** Correct | What are the two most important management challenges in building a successful e-commerce presence? |
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| 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 |

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 **Question 2**

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

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 **Question 3**

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

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 **Question 4**

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

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**Question 5**

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| Correct | Most of the time required to maintain an e-commerce site is spent on: |  |  |  |
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| 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. |

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**Question 6**

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

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 **Question 7**

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

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**Question 8**

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

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 **Question 9**

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

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**Question 10**

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

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