

Quiz #1

406.306 Management Information Systems

Spring, 2007

Date: March 29, 2007

YOUR NAME:

(True / False: 5 points each)

1. Dynamic brokering is an arrangement where a marketing partner has an arrangement with a company to refer consumers to a particular Web site so that the consumer can make purchases. F
2. In a market with highly differentiated and customized products, prices tend to be determined by the cost of production. F
3. Agency costs tend to increase sharply when a firm shifts toward EC. F
4. Intermediation refers to the removal of businesses from the value chain. F
5. An example of disintermediation in the traditional print media occurred when several journals and magazines ceased publishing “dead paper” versions of their products in favor of a purely online product. T
6. In a sell-side marketplace, there is always one buyer and many sellers. F
7. While e-procurement has proven to be very effective in reducing costs and increasing efficiency in purchasing direct materials, it has been far less effective in improving efficiency for MRO products. F
8. In the sell-side marketplace setting, the integration of EC with suppliers’ back-end information system is relatively easy because both the EC platform and the supplier’s back-end systems reside in their server. T
9. BPMS has evolved from EAI and Workflow technologies. T
10. Production workflows refer to the ones in manufacturing companies. F

11. Business processes are increasingly modeled by use of XML based representations.
T

12. The business processes with low mediation and low collaboration have few possibilities of improvement. T

(Multiple choices: 5 points each)

13. The Human Resources Department posts a job opening in the Marketing Department on the company's intranet. This is an example of:

- a. B2C.
- b. B2B.
- c. B2E.
- d. E2C.

Answer: c

14. An employee in the Travel Department at a large corporation makes an online reservation for a business trip through the Web site of a major airline. This is an example of:

- a. B2S.
- b. B2B.
- c. B2E.
- d. B2C.

Answer: b

15. Which of the following cases represents pure e-commerce?

- a. A book is chosen from an online catalog, ordered online, and delivered by mail.
- b. Software is downloaded onto a personal computer after the buyer calls in to a toll free number with his/her credit card information.

- c. A toy is bought by clicking on a special offer banner ad, credit information is given electronically, and the toy is delivered the following morning by Fed Ex.
- d. A song is selected from an online play list, purchased online by credit card, and downloaded to a personal computer where it is copied onto a CD-R.

Answer: d

16. Priceline.com is an example of which EC business model?

- a. Group purchasing
- b. Electronic tendering
- c. Dynamic brokering
- d. Name your price

Answer: d

17. A customer submits a travel itinerary via an online form to a travel broker, which Webcasts the itinerary to airlines serving the requested route. The airlines submit bids to the broker, who selects the lowest bid and notifies the customer and the airline. This is an example of the _____ EC business model.

- a. group purchasing
- b. electronic tendering
- c. dynamic brokering
- d. customization and personalization

Answer: c

18. Today, most EC is:

- a. B2C
- b. B2B
- c. C2C
- d. C2B

Answer: b

19. A large insurance company provides specifications for office supplies in an e-mail to every major office supply company in the United States. The resulting electronic marketplace is an example of:

- a. a sell-side marketplace.
- b. a buy-side marketplace.
- c. an exchange.
- d. an online auction.

Answer: b

20. A manufacturer implements an online direct marketing strategy to augment its national network of brick-and-mortar dealers. Since the manufacturer avoids paying dealer commissions on products sold through its online channel, prices are 15% cheaper online, which is highly disturbing to the dealer network. This is an example of:

- a. a business alliance.
- b. personalization.
- c. the sponsorship business model.
- d. channel conflict.

Answer: d