



قائمة الاسئلة

اختياري
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- 1) encompasses
all the activities that a firm performs for selling and buying services and products using computers and communications technologies.
 - 1) ☒ E-business
 - 2) ☐ E-commerce
 - 3) ☐ E-government
 - 4) ☐ E-service
- 2) includes a
host of related activities, such as online shopping, sales force automation, supply chain management, electronic payment systems, and order management.
 - 1) ☐ E-commerce
 - 2) ☒ E-business
 - 3) ☐ E-government
 - 4) ☐ E-service
- 3) means electronic
buying and selling on the Internet.
 - 1) ☐ E-business
 - 2) ☐ E-government
 - 3) ☒ E-commerce
 - 4) ☐ E-service
- 4) The backbone of the information superhighway and e-commerce
 - 1) ☐ The payment system
 - 2) ☐ The connection system
 - 3) ☐ The networks
 - 4) ☒ The internet
- 5) a collection of millions of computers and network systems
of all sizes.
 - 1) ☒ The internet
 - 2) ☐ The payment system
 - 3) ☐ The connection system
 - 4) ☐ The networks
- 6) consists of a series of activities designed to satisfy a business need by
adding value (or cost) in each phase of the process.
 - 1) ☐ supply chain
 - 2) ☒ value chain
 - 3) ☐ activities chain
 - 4) ☐ upstream chain
- 7) may enhance value chain by identifying new opportunities
for cost reduction.
 - 1) ☐ E-business
 - 2) ☐ E-service
 - 3) ☒ E-commerce
 - 4) ☐ E-government
- 8) is basically the transferring of an old retail model to
the e-commerce world by using the Internet.
 - 1) ☐ The advertising model



- 2) - The mixed model
 - 3) - intermediary model
 - 4) ☒ The merchant model
- 9) is an extension of traditional advertising media, such as radio and television.
- 1) ☒ The advertising model
 - 2) - The mixed model
 - 3) - intermediary model
 - 4) - The merchant model
- 10) generates revenue both from advertising and subscriptions.
- 1) - The advertising model
 - 2) ☒ The mixed model
 - 3) - intermediary model
 - 4) - The merchant model
- 11) collect information on consumers and businesses and then sell this information to interested parties for marketing purposes.
- 1) - subscription model
 - 2) ☒ intermediary model
 - 3) - The advertising model
 - 4) - The mixed model
- 12) an e-business might sell digital products to its customers.
- 1) - intermediary model
 - 2) ☒ subscription model
 - 3) - The advertising model
 - 4) - The mixed model
- 13) One way to look at e-commerce and its role in the business world is through value-chain analysis.
- 1) ☒ (T)
 - 2) - (F)
- 14) A typical business organization (or a division within a business organization) designs, produces, markets, delivers, and supports its product(s) or service(s).
- 1) ☒ (T)
 - 2) - (F)
- 15) The Internet can increase the speed and accuracy of communications between suppliers, distributors, and customers.
- 1) ☒ (T)
 - 2) - (F)
- 16) Revenue improvement or generation: Selling to remote customers using the company web site. These sales would not have been materialized otherwise, or selling digital products such as songs or computer software or distributing software through the Web.
- 1) ☒ (T)
 - 2) - (F)
- 17) Product or service improvement: offering online customer service or new sales channel identification.
- 1) ☒ (T)



- 2) - (F)
- 18) Many companies have taken advantage of the Web and e-commerce to increase cost, improve revenue, and increase customer service.
- 1) - (T)
- 2) ☒ (F)
- 19) Similar to traditional businesses, the ultimate goal of an e-business is not to generate revenue and make a profit.
- 1) - (T)
- 2) ☒ (F)
- 20) Products sold by e-businesses could be either traditional products, such as books and apparel, or digital products, such as songs, computer software, or electronic books.
- 1) ☒ (T)
- 2) - (F)
- 21) E-commerce models are either an extension or revision of traditional business models, such as advertising and auction models, or a new type of business model that is suitable for the Web implementation, such as intermediary, selling information collected over the Web about individuals and businesses to other businesses.
- 1) ☒ (T)
- 2) - (F)
- 22) The most common type of merchant model is similar to a traditional business model that sells goods and services over the Web.
- 1) ☒ (T)
- 2) - (F)
- 23) An e-business similar to Amazon.com utilizes the services and technologies offered by the Web to sell products and services directly to the consumers.
- 1) ☒ (T)
- 2) - (F)
- 24) By offering good customer service and reasonable prices, these companies establish a brand on the Web.
- 1) ☒ (T)
- 2) - (F)
- 25) The merchant model is also used by many traditional businesses to sell goods and services over the Internet.
- 1) ☒ (T)
- 2) - (F)
- 26) These companies don't eliminate the middleman by generating a portion of their total sale over the Web and by accessing difficult-to-reach customers.
- 1) - (T)
- 2) ☒ (F)
- 27) Using the brokerage model, the e-business brings the sellers and buyers together on the Web and collects a commission on the transactions.
- 1) ☒ (T)
- 2) - (F)
- 28) The best example



of this type is an online auction site such as eBay, which can generate additional revenue by selling banner advertisement on their sites.

- 1) ☒ (T)
- 2) ☐ (F)

29) Search engines and directories such as AltaVista and Yahoo! provide contents (similar to radio and TV) and allow the users to access this content for free.

- 1) ☒ (T)
- 2) ☐ (F)

30) By creating significant traffic, these e-businesses are able to charge advertisers for putting banner ads or leasing spots on their sites.

- 1) ☒ (T)
- 2) ☐ (F)

31) e-business encompasses all activities that a firm performs for selling and buying products and services using computers and communications technologies.

- 1) ☒ (T)
- 2) ☐ (F)

32) e-business includes a host of related activities, such as online shopping, sales force automation, supply-chain management, electronic payment systems, Web advertising, and order management.

- 1) ☒ (T)
- 2) ☐ (F)

33) E-commerce is buying and selling goods and services over the Internet. Based on this definition, e-business is part of e-commerce.

- 1) ☐ (T)
- 2) ☒ (F)

34) E-business, a major contributor to the popularity of global information systems, is a system that includes not only those transactions that center on buying and selling goods and services to generate revenue, but also those transactions that support revenue generation.

- 1) ☒ (T)
- 2) ☐ (F)

35) E-commerce builds on traditional commerce by adding the flexibility offered by computer networks and the availability of the Internet.

- 1) ☒ (T)
- 2) ☐ (F)

36) Different branches of governments using e-commerce applications have experienced major cost savings.

- 1) ☒ (T)
- 2) ☐ (F)

37) Auctions help to determine the price of goods and services for which there is no predetermined price.

- 1) ☒ (T)
- 2) ☐ (F)

38) An online auction is a straightforward yet revolutionary business concept. It brings traditional auctions to the Web by providing services to a geographically dispersed customer base and thus increases significantly the number of goods and services auctioned.



- 1) ☒ + (T)
2) ☐ - (F)
- 39) Online auction companies allow users to include a description (in some cases also photos) of a product or service and a bid price to be auctioned for a limited time on their virtual auction sites.
1) ☒ + (T)
2) ☐ - (F)
- 40) Online auctions are the fastest growing segment of e-commerce.
1) ☒ + (T)
2) ☐ - (F)
- 41) Online auctions are particularly cost effective for selling excessive inventories, memorabilia, or exotic automobiles. Corporations use B2B auctions to get rid of excessive inventories.
1) ☒ + (T)
2) ☐ - (F)
- 42) Bidding. The act of placing a bid on an item that is being auctioned.
1) ☒ + (T)
2) ☐ - (F)
- 43) Bid cancellation. The cancellation of a bid by a seller or a buyer. Sellers may cancel the bid of any customer with whom they would be uncomfortable completing a transaction.
1) ☒ + (T)
2) ☐ - (F)
- 44) Bid increment. The predetermined amount by which a bid will be raised, based on the current high bid. This amount depends on the price of the product or service being auctioned.
1) ☒ + (T)
2) ☐ - (F)
- 45) Bid retraction. A cancellation of the bid by the bidder. Participants should exercise this option only in unusual circumstances because in many U.S. states by placing a bid, one is in a binding contract with the seller.
1) ☒ + (T)
2) ☐ - (F)
- 46) Minimum bid. The lowest amount that can be entered as a bid for a specific auction. This amount is established by the seller and posted on the auction page.
1) ☒ + (T)
2) ☐ - (F)
- 47) Proxy bidding. Placing a maximum bid, which is held in confidence by the online auction site. Depending on the auction site, the system will use only as much of the maximum bid as is necessary to maintain the bidder's high-bid position.
1) ☒ + (T)
2) ☐ - (F)
- 48) Relisting. Relisting is when an item has not sold and the seller wishes to list it again. This feature allows the seller to relist the item without reentering the original information. This process may vary in different auction sites.
1) ☒ + (T)
2) ☐ - (F)



49) Close date. Depending on a specific auction site, listings close at the hour specified by the seller. These dates are not automatically extended by last-minute bids, so it is possible for the listing to close between the time when the customer clicks “Bid Now” and the customer finally submits his or her bid. Closed items may continue to appear in listings for a few additional minutes, but the customer will not be allowed to bid on them.

1) ☐ + (T)

2) ☐ - (F)

50) Bid history. The list of bidders and activities for the item, including the customer, the bidder ID, bid amount, quantity won, bid date, as well as the status of each bidder, winning or losing. This page is updated on a real-time basis.

1) ☐ + (T)

2) ☐ - (F)

