



FINAL EXAM

Course # 571002 Electronic Commerce : Applications for Cyberspace

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Electronic Commerce : Applications for Cyberspace Technology

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10 CPE Credit Hours
Technology &
Operations

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Instructions are provided at the end of this document.*

Chapter 1 - Growth Of E-Commerce

1. Which of the following is not true about e-commerce?

- Involves the buying, selling, marketing and servicing of products, services, and information over a variety of computer networks.
- Is just customer-to-business (C2B).
- Uses the Internet, intranets, and extranets, and other networks to support every step of the commercial process like multimedia advertising, product information, and customer support on the Web.
- Involves Internet security and payment mechanisms that ensure completion of delivery and payment processes.

2. The objectives of EC do not include

- Shorter manufacturing time,
- Faster customer response,
- Longer product cycles.
- Better service quality,

3. In the internetworked E-business enterprise, an extranet refers to:

- A network inside the enterprise.
- A network between an enterprise and its trading partners.
- A local area network within the enterprise.
- A wide area network within the enterprise.

4. In an electronic payment system the bill is sent to the customer by:

- By regular mail.
- By phone.
- Electronically.
- By satellite.

5. Telecommunication companies include all except:

- Wireless.
- ESP.
- Satellite.

Cable-TV.

6. M-commerce relies on the use of wireless communications to allow managers and corporations to place orders and conduct business using handheld computers, portable phones, laptop computers connected to a network, and other mobile devices. T F

True

False

Chapter 2 - The World Wide Web

7. There are three basic categories of electronic commerce applications: business-to-consumer, business-to-business, and consumer-to-consumer. In B2C applications, companies may offer:

Attractive electronic marketplaces to entice and sell products and services to consumers.

Both electronic business marketplaces and direct market links between businesses.

Online auctions, where consumers and businesses can buy and sell with each other in an auction process at an auction website.

Electronic personal advertising of products or services to buy or sell by consumers at places such as consumer e-commerce portals, or personal websites..

8. Which of the following is true about Business-to-Business (B2B) e-Commerce?

Companies may offer secure electronic payment systems.

This category of electronic commerce involves both electronic business marketplaces and direct market links between businesses.

Companies may offer online consumer or business auctions.

Companies may offer online customer support.

9. In C2C applications:

Businesses must develop attractive electronic marketplaces to entice and sell products and services to consumers.

Companies may offer both electronic business marketplaces and direct market links between businesses.

Companies may offer online auctions, where consumers and businesses can buy and sell with each other in an auction process at an auction website.

Companies may offer electronic data interchange (EDI) via the Internet or extranets.

10. _____ is not a resource that e-commerce systems rely on.

Internet.

Fin-net.

Intranets.

Extranets.

11. _____ is not an Internet computer suffix.

.Dot.

.Net.

.Org.

.Com.

12. Most e-commerce applications are _____ systems that respond to a multitude of events – from a new customer's first website access, to payment and delivery processes, and to innumerable customer relationship and supply chain management activities.

Knowledge management based.

Groupware.

Event-driven.

Workflow based.

13. _____ was the ancestor of the Internet. It was developed by the U.S. Department of Defense.

Linux.

Internet toaster.

Intranet.

Web.

14. _____ is not a Web browser.

Google.

Internet Explorer.

Mozilla.

Netscape.

Chapter 3 - The Access Provider Industry

15. Typical electronic applications include all except:

Shopping for merchandise.

Paying for goods and services.

Delivery of white goods.

Online financial services.

16. _____ relationship management occurs when a firm obtains detailed information about a customer's behavior, preferences, needs, and buying patterns and uses that information to set prices, negotiate terms, tailor promotions, add product features, and otherwise customize its entire relationship with that customer.

Technology-enabled

Product-based

Communication-enabled

Relationship-based

17. Which of the following will never lend themselves to electronic commerce?

- Greeting cards
- Books
- Perishable foods
- Cigars

18. _____ is not used for online security.

- Secure server lockout system.
- Fiber busters.
- Firewalls.
- Encryption.

Chapter 4 - Intranets And Extranets

19. Which is the standard page description language for Web pages?

- Home pages language.
- Hypertext Markup Language (HTML).
- Hypermedia language.
- Java.

20. A(n) _____ is used to connect users to databases.

- HTML.
- CGI.
- HTTP.
- ISDN.

21. An internal organizational Internet that is guarded against outside access by a firewall is a(n):

- Extranet.
- Intranet.
- Private Internet.
- Dedicated Internet.

22. Popular business uses of the Intranet include: A. B. C. D.

- Electronic discussion forums and bulletin board systems.
- Downloading software and information files and accessing databases.
- Furnishing outside CPAs with accounting, audit, and tax information.
- Gathering information by performing online searches using web browsers and search engines.

23. A secure network that uses the Internet as its main backbone network to connect the intranets of a company's different locations, or to establish extranet links between a company and its customers, suppliers, and other business partners is called a(n):

- Intranet.
- Extranet.
- Virtual private network.
- Client/server network

24. The benefits of Intranets do not include:

- Difficult to navigate.
- Inexpensive to start.
- Open platform architecture (large number of add-on application).
- Uses computing resources more effectively.

Chapter 5 - Marketing And Advertising

25. Advertising is used to accomplish the following goals except for:

- To encourage entry by potential competitors.
- To inform customers.
- To increase demand.
- To increase or decrease demand elasticity.

26. Which one of the following is not a form of search-related advertising spending on the Internet?

- Paid listings.
- Beta testing.
- Paid inclusion.
- Search engine optimization.

27. _____ are bits of information stored on a client computer.

- ASPs.
- Web services.
- Cookies.
- Dynamic catalogs

Chapter 6 - EDI

28. _____ is a set of standards for structuring information that is to be electronically exchanged between and within businesses, organizations, government entities and

other groups, including inventory data.

- Electronic mail.
- Gmail.
- Electronic data interchange.
- Firewall.

29. EDI should be viewed as:

- A strategic business tool.
- A trading partner.
- An analog decision tool.
- A transformation tool.

30. The factors affecting data flow in the EDI system do not include:

- EDI standards and conventions.
- Size of Extranet
- Translation software.
- Communication structure.

31. Extensible Markup Language (XML) does not have

- A start tag,
- Middle tag.
- Data,
- End tag..

Chapter 7 - Electronic Banking

32. _____ cards are by far the most popular form of consumer electronic payment online.

- Scrip.
- Internet.
- Credit.
- Smart

33. Which of the following has the advantages of being independent and portable?

- Electronic cash.
- Electronic check.
- Credit card.
- Paper check.

34. Internet payments for items costing from a few cents to approximately a dollar are called _____.
- Minipayments.
 - Minitransactions.
 - Micropayments.
 - Microtransactions.

Chapter 8 - Network Security

35. Which of the statements is false regarding password policy?
- Passwords often do not provide adequate protection.
 - People generally don't select good passwords or change them frequently enough.
 - Passwords should be written down.
 - Passwords should be easy to remember.
36. _____ includes the ability to infect the system with a virus or plant Trojan horses or back-doors.
- Denial of service
 - Write access
 - Read access
 - Random access
37. An attacker that is able to read or copy confidential information has:
- Random access.
 - Read access.
 - Denial of service.
 - Write access.
38. The Security Analyst Tool for auditing networks is known as:
- Safety.
 - SATAN.
 - Security.
 - Signature.
39. _____ is not a tool used to implement the security plan:
- Encryption tools.
 - Route filtering.
 - Firewalls.
 - Powerpoint.

40. A program that replicates itself but does not infect other programs is a:

- Trojan horse
- Worm
- Dropper
- Bomb

41. _____ is software that is installed onto your computer, usually without your knowledge, to record your online activity for third parties.

- Viruses and worms
- Pop-up window
- Spyware
- Phishing

42. Which one of the following is not a common type of network topologies:

- Hierarchical topology (tree structure).
- Horizontal topology (or bus topology).
- Physical topology (surface elevations).
- Star topology (data communication).

43. _____ is not a way to reduce risk related to software bugs

- Keeping up-to-date on software fix patches.
- Allowing Internet users to run CGI or other executable programs on the web server.
- Using products that are well known.
- Running only necessary services.

Chapter 9 - Taxation Of E-Commerce

44. A(n) _____ statement is a statement that is false and that injures the reputation of another person or company.

- Defamatory.
- Deceptive.
- Fraudulent.
- Critical.

45. _____ are levied on the products or services that the company sells or uses.

- Property taxes.
- Income taxes.
- Transaction taxes.
- Patent.

Chapter 10 - Assurance Services

46. Assurance services for electronic commerce do not include:

- American Institute of CPAs.
- AAA.
- CPA Web trust.
- SysTrust.

47. To become Web trust certified the CPA should have competence in the following areas except:

- Firewalls.
- Communication protocol.
- ABC software
- Hardware security devices

Instructions for Submitting Answers Online:

- Sign In at www.ApexCPE.com
- Click the "My CPE" tab at the top of the page.
- Click "My CPE Courses".
- Find the current CPE year and click "Go to My Courses".
- Find this course and click the "Go to Course" link.
- Step 2 on the Course Syllabus page is "Take the Final Exam". Click the "Begin Final Exam" link.
- Enter your answers on the online exam sheet.
- Click the "Grade Exam" button at the bottom of the page. Your exam will be graded automatically. If your score exceeds 70%, a "Create Certificate" button will display. Otherwise, you may continue to retake the exam until you pass.
- A short evaluation page will display. Please provide your feedback for the course.
- Once the evaluation is complete, click the "Submit Evaluation & Create Certificate" button at the top of the page.
- You may print your Certificate of Completion by selecting File Print from your browser. Certificates remain online for at least five years from the certificate date.

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