

2013-2-WKU-EC-MidtermExam

Department:

/ ID:

/ Name:

Check

- Mid-term Exam, Electronic Commerce Marketing, Autumn 2013 (008023-01+02)
- Where: Rm. 201 of Saecheonnyeon Hall
- When: 9th Class (17:30) on Wednesday, October 16 in 2013
- Misc.: 12 Questions, 30 Minutes, 84(=43+41) Students
- Check:
 - Fill in your ID number and name on the upper portion of question sheet and answer sheet. And then submit your question sheet and answer sheet.
 - Only one answer sheet is permitted. Answers on Part I and II should be written on the front of answer sheet, and answers on Part III should be on the back.

Questions

Part I (No. 01 ~ 10): Fill in the following blanks.

01. (_____) is the process of buying, selling, transferring, or exchanging products, services, or information via computer networks.
02. (_____) is a broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization.
03. (_____) is an online marketplace where buyers and sellers meet to exchange goods, services, money, or information.
04. (_____) is a public electronic market with many buyers and sellers.
05. (_____) is a method of doing business by which a company can generate revenue.
06. Two intermediaries of electronic commerce are (_____) and (_____).
07. Auction is a competitive process; (_____) auction with one buyer + many sellers and (_____) auction with one seller + many buyers.
08. (_____) is a channel conflict in which an online marketing channel upsets the traditional channels due to real or perceived damage from competition.

Part II (No. 09 ~ 10): Write the full name for each following abbreviation.

09. B2B 10. B2C

Part III (No. 11 ~ 12): Describe the following terms in brief.

11. Economic of 3 subjects and 6 transactions
12. Supply chain

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01. electronic commerce
02. electronic business
03. electronic market
04. exchange
05. business model
06. disintermediation, reintermediation
07. forward, reverse
08. cannibalization

09. business to business
10. business to customer

11. Drawing and explanation
12. Drawing and explanation