

EC 511 – Fall 2003
George Mason University

Assignment 1

Student Name: _____

Mark your answer below and return **only** this answer sheet:

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Chapter 1: Introduction to Electronic Business

1. An example of electronic commerce is _____.
 - a) the electronic transfer of an invoice between departments of an organization.
 - b) instant messaging with friends.
 - c) sending an e-mail message to a loan officer at their bank to inquire about current interest rates.
 - d) an intranet
 - e) downloading class material from the course Web site.

2. Any form of economic activity conducted via electronic connections is _____.
 - a) electronic mail
 - b) electronic commerce
 - c) transmitted via the Internet
 - d) electronic sales
 - e) electronic invoicing

3. An electronic commerce transaction involves
 - a) one or more party/parties.
 - b) exactly two parties.
 - c) two or more parties.
 - d) at least three parties.
 - e) two or more parties within the same organization.

4. In order for a transaction to qualify as e-commerce, it must
 - a) involve some economic activity.
 - b) occur via some electronic medium.
 - c) be conducted over the World Wide Web.
 - d) cross organizational boundaries.
 - e) all of the above.
 - f) A, B and C
 - g) A, B and D
 - h) A, C and D

5. Operations that must occur for a transaction to take place, but add no value to the transaction, are best known as _____.
 - a) opportunity costs
 - b) overhead costs
 - c) transmission costs
 - d) transaction costs
 - e) networking operations

6. The application of information and computer technology to business has the potential to _____.
- a) increase transaction costs
 - b) decrease transaction costs
 - c) add new economic inefficiencies
 - d) have no effect on transaction costs
 - e) impact transaction costs in either direction
7. What of the following factors account for the recent emergence of electronic business?
- a) the improvement of related technologies.
 - b) the convergence of related technologies.
 - c) the concept of critical mass.
 - d) A and B
 - e) A and C
 - f) A, B, and C
8. _____ are examples of network access devices.
- a) PDAs
 - b) all cellular telephones
 - c) printers
 - d) routers
 - e) bridges
9. The convergence of which one of the following groups of technologies may partially account for the recent emergence of electronic business?
- a) servers, routers, bridges, & switches
 - b) content, access devices, & transmission
 - c) modems, NICs, & personal computers
 - d) access devices, routers, & personal computers
 - e) cellular telephones, Web browsers, and PDAs
10. The GUI has contributed to the emergence of electronic business because
- a) it was developed by Apple especially for Web surfing.
 - b) it makes personal computers easier to use.
 - c) it primarily supports text input and output.
 - d) it improves network performance.
 - e) it makes 3G cellular telephones accessible to the Internet.
11. Aspects of content management that support the emergence of electronic business include _____.
- a) more content is produced digitally
 - b) it is easier to digitize content
 - c) more content is available
 - d) content management software is now available
 - e) B and C
 - f) B and D

12. A good example of the convergence of content, access, and transmission technology is _____.

- a) MP3
- b) interoperability
- c) an integrated set of standards
- d) critical mass
- e) eBay

13. Critical mass is best described as

- a) the maximum amount of data that can be downloaded to an access device.
- b) the total capacity of the network transmission medium.
- c) the number of access devices a network will support.
- d) the number of users of a technology or product that prompt an explosive adoption of the product or technology.
- e) the number of simultaneous users that can access a Web site at one time.

14. Interoperability is best defined as the ability of

- a) the Internet to link networks.
- b) systems indifferent operating environments to work together.
- c) different systems to use the same programming language.
- d) network administrators to work together.
- e) businesses to connect their Web sites together.

15. A set of rules of operation is a(n) _____.

- a) protocol
- b) network system
- c) network application
- d) operating system
- e) network operating system

16. One major reason for the increasing portion of electronic business occurring over the Internet and Web is _____.

- a) available security
- b) electronic commerce
- c) interoperability
- d) the use of GUIs
- e) the saturation of off-line markets

17. Advantages of using standards in software development include

- a) increased user acceptance.
- b) interoperability.
- c) increased effectiveness of electronic business.
- d) all of the above.
- e) none of the above.

18. Priceline.com is an excellent example of _____.

- a) the problems that inhibit electronic business.
- b) mediation
- c) re-intermediation
- d) disintermediation
- e) intermediation

19. Many experts believed that the rise in electronic business would result in

- a) intermediation
- b) mediation
- c) re-intermediation
- d) disintermediation
- e) dismediation

20. Priceline.com's electronic business model can best be described as _____-driven.

- a) buyer
- b) seller
- c) intermediary
- d) business
- e) third party

21. TCP/IP is an example of _____.

- a) an open standard.
- b) electronic business.
- c) electronic commerce.
- d) critical mass.
- e) convergence of technologies.

22. Network servers on the Internet that have different operating environments can communicate with each other due to _____.

- a) interoperability
- b) intermediation
- c) their having similar operating systems
- d) specialized network wiring.
- e) special protocols for each pair of connecting systems

23. NewView technologies is an example of a _____.

- a) business-to-business hub
- b) buyer-driven market
- c) business-to-consumer site
- d) an Internet standard
- e) consumer-to-consumer hub.