EC 511 – Fall 2003
George Mason University

Assignment 3

Student Name: _____

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

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1. The expectation that the other party will uphold commitments, negotiate honestly, and not take unfair advantage is called _____.
a) ethics
b) fair practice
c) competence
d) trust
e) fair play

2. Which of the following is a major factor that makes trust important in e-business?
a) technology is involved
b) transactions occur at a distance
c) buyers generally cannot take possession immediately.
d) A and B
e) B and C
f) A, B and C

3. The customer's assessment of his ability to "know" what the actions of the e-business organization will be is known as _____.
a) reliability
b) predictability
c) confidence
d) responsibility
e) accountability

4. The correspondence between what a trading party says and what it does is know as _____.
a) reliability
b) predictability
c) confidence
d) responsibility
e) accountability

5. One of the most important broad factors in the willingness of parties to engage in e-business is
a) the level of technology utilized
b) the "look" of the Web site
c) users' perceptions
d) level of security employed
e) opinions of other users

6. The obligation of a business to act on behalf of a customer, even when the customer does not have the knowledge or experience to judge the business action, is knows as _____.
a) technical competence
b) reliability
c) fiduciary responsibility
d) a trust
e) relative advantage

7. When other incentives for using an electronic business site outweigh the lack of trust, the customer will typically
a) still not use the site.
b) use the site anyway and hope for the best.
c) spend more time online monitoring the online business.
d) communicate their concerns to the online organization.
e) report their concerns to the Federal Trade Commission.

8. Key elements to electronic businesses building customers' trust include
a) trying to improve the customers' perceptions of the four components of trust.
b) providing accurate contact information on the Web site.
c) providing customer feedback forms on the Web site.
d) making the Web site simple and easy to use.
e) offering positive feedback from former customers.

9. Key elements to electronic businesses building customers' trust include
a) providing prompt replies to customers' inquiries.
b) using every opportunity to have successful interaction with their customers.
c) providing on online interactive customer service representation.
d) A and C
e) A, B and C

10. The degree to which an innovation is seen as being superior to its predecessor is referred to as
a) relative advantage
b) perceived complexity
c) perceived compatibility
d) technology competence
e) result demonstrability

11. The degree to which an innovation is seen by the user as being difficult to user and understand relates to the _____ of the Web site.
a) relative advantage
b) perceived complexity
c) perceived compatibility
d) technology competence
e) result demonstrability

12. The incorporation of metaphors like the "shopping cart" into an electronic business Web sites is seeking to improve the _____ of Web-based shopping.
a) relative advantage
b) perceived complexity
c) perceived compatibility
d) technology competence
e) result demonstrability

13. The degree to which potential users of an electronic business Web site find the outcomes of using an innovation apparent is its _____.
a) relative advantage
b) perceived complexity
c) perceived compatibility
d) technology competence
e) result demonstrability

14. The digital divide is defined as
a) the gap between people with IT skills and without IT skills.
b) the group of characteristics that distinguish digital content from other formats.
c) the difference in the bandwidth needed to transmit a specific digital data stream and what is actually available.
d) the disparity that exists between people who have access to the Internet and those who do not.
e) the range of impacts, from best to worst, that e-business has on individuals.

15. One of the greatest consequences of access inequities to the Internet is
a) loss of privacy.
b) lack of opportunity to gain IT skills from the experience.
c) poor quality public education.
d) credit card fraud.
e) the feeling of being left out.

16. In evaluating the consequences of access inequities, it is noted that
a) children of families who suffer from access inequities are not disenfranchised due to the universal use of computers in elementary and secondary school classrooms.
b) some people are better off for not having access to the Internet.
c) the members of society disenfranchised by access inequities are the ones who may stand to gain the most benefit from access.
d) most people who suffer from access inequities do not realize it.
e) access inequities have no negative effect on the employability of those who are without access.

17. Factors that contribute to the digital divide between richer and developing nations includes
a) skilled IT workers move to richer nations for higher salaries.
b) the rising costs of IT projects.
c) the changing structure of IT jobs.
d) deteriorating telecommunications infrastructures.
e) A and D
f) C and D

18. Factors that contribute to the high costs of IT projects include
a) shortage of general IT workers.
b) shortage of specialized e-business technology skills.
c) use of consulting firms for IT projects.
d) A and C
e) B and C
f) A, B, and C

19. Some countries face a "brain drain" in information technology because
a) there is a shortage of general IT skills.
b) skilled IT workers move to richer nations for higher salaries.
c) there is a shortage of specialized e-business technology skills.
d) educational programs cannot turn out skilled IT workers fast enough to meet the business needs.
e) consulting firms are used for IT projects.

20. Your textbook discussed an action that an organization can take to overcome the negative impacts of the critical shortage of IT skills in the workforce. It involves
a) setting up general IT education programs to help meet the business demand.
b) moving workers from non-IT jobs into the critical IT openings.
c) more careful screening of workers to determine which ones might be retained longer so that training investments will have a better payoff.
d) developing a comprehensive human resource strategy for selecting and retaining IT workers.
e) teaming up with a local community college as a source of IT workers.

21. There is a particular need for new legislation regarding e-business in the area of
a) protecting legitimate businesses that conduct business over the Internet.
b) protecting consumers who transact business over the Internet.
c) establishing "rules of the road" for auction sites.
d) interstate transmission of information and transactions.
e) international transmission of information and transactions.

22. The purpose of digital signature is to provide
a) a legal remedy for business loss from stolen credit cards.
b) a legal remedy for consumers who lose money to unscrupulous online merchants.
c) indicate agreement with online policies.
d) authentification and nonrepudiation in the online world.
e) a means to identify oneself to potential business partners online.

23. Credit card companies have encouraged e-business voluntarily through
a) joint ventures with dotcoms.
b) active involvement with resolving disputes between consumer and business.
c) tighter security policies.
d) holding customers harmless from unauthorized purchases.
e) incentives for making online purchases.