UNITY UNIVERSITY

COLLEGE OF DISTANC EDUCATION

DEPARTMENT OF MARKETING MANAGEMENT

E-Marketing

61

WORKSHEET

Name: _____

ID No._____

Center: _____ Semester _____ Academic Year _____

This is a worksheet paper you are expected to do on your own. It carries 25 points. The paper should be completed and mailed to the College of Distance Education. Do not try to complete the worksheet until you have covered all the lessons and exercises in the course material.
Any questions in the course that you have not been able to understand should be stated on a separate sheet of paper and attached to this worksheet then your tutor will clarify them for you.

After completing this paper, be certain to write your Name, Id No and Address on the first page and the answer sheet.

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Part I: Multiple Choice (11 Marks)

Choose the best answer and write the letter of your answer on the answer sheet provided (0.5 point each)

1. Form of business transaction in which the buyer and the seller interact electronically is called _____

a Online selling
b E- business
c E-commerce
d E-marketing
e All are possible answer

2. One of the following is not among the payoff obtained from of online selling
   a Increase bottom-line(profit)
   b Information rich and interactive
   c Higher barriers to entry
   d Continuous availability
   e Cut step for marketing process
3. Which e-business model is correctly stated?
   a B2G is business selling to local, state and federal agencies
   b C2C is consumers sale directly sale to other consumers
   c B2B is consumers fix price as their own
   d Only a and b
   e All of the above
4. What is (are) the possible reason(s) that one opts B2C e- business model

a Globalization
b Reduced operational costs
c Knowledge management
d None of the above
e All of the above

5. E-business model that helps customers to collect, manage and maximize the value of information about the customer

a Aggregator model
b Information intermediary model
c Revenue model
d Transaction processing model
e E-database model

6. The after sales service of online selling differ from traditional after sales service in that
   a No printing cost in the latter
   b The former needs more cost than the latter
   c Material is readily corrected and updated in the former
   d The latter provides hyperlink indexes and search facilities
   e All are correct
7. One of the following is not the reason of having e-security
   a To prevent the risk of loss of asset
   b To maintain customer relationship
   c To buy antivirus for sellers' interest
   d To smooth running of business
   e All are possible answer
8. The program that allows you to log into computers on the internet and use online database is
   a E-mail
   b Telnet
   c File Transfer Protocol
   d World Wide Web
   e All of the above
9. The elements of internet protocol suite that enable you in selling online is (are)
   a. Syntax b .Semantics c. Timing d. All of the above e. Only (a) and (b)
10. Identify the domain you are allowed to specify in your URLs in selling online if your business prefix is abolf.
   a abolf .edu
   b abolf .org
   c abolf .com
   d abolf .gov
   e abolf .net
11. Type of software agents that emphasizes autonomy and cooperation with other agents in order to perform for their owners is
   a Mobile agents
   b Information agents
   c Smart agents
   d Interface agents
   e Collaborative agents
12. E-marketing strategy that focus on prospecting customer through customers e-mail is
   a Spiral strategy
   b Affiliated strategy

c Permission strategy
e Viral strategy
d Leverage strategy

13. As opposed to traditional auctions online auction
    a Needs physical presence of participants
    b Create global markets for a local market
    c Difficult to consumer to locate the product they need
    d Both a and c
    a. All of the above

14. E-business network and website can be secured by:
    a Having password
    b Virus scanning
    c Fire walls
    d. Intrusion detection system
    e. All of the above

15. E-payment system is successful if it is:
    a Accessible b. Reliable c. Convertible d. Efficient e. All of the above

16. Web sites that host many online merchants
    a Catalog merchants
    b Extranet
    c Virtual malls
    d ISP
    e E-retailer

17. One of the following contributes to the application of B2C model
    a Globalization
    b Its incremental nature in operational cost
    c Its threatening to the consumer
    d Absence of customers convenience
    e Stagnancy of ICT

18. Web is open and offer round-the-clock access. This statement signifies which of the following advantages of B2B model.
    a Saving distribution costs
    b Focusing on sales promotion
    c Building customer loyalty
    d Scalability
    e All of the above

19._____ enable you to find your customer website from billions of websites
    a. TCP b. Search engine c. LAN d. WAN e. Web address

20. The first and the last step of the process of B2C e-business model respectively are:
    a Customer register and after sales service
    b Visiting the virtual malls and after sales service
    c After sales service and visiting the virtual malls
    d After sales services and customer register
    e No correct answer is given
21. Which of the following is **no**t correctly matched?
    a Aggregator model-connect buyer and seller
    b Brokerage model-disconnect buyers and seller
    c Info-mediary model-add the value of information needed by buyers and seller
    d Community model-bring online people of similar need together
    e Value chain model-poll of business information from discrete data
22. You may call someone who connected to internet wherever he/she is to deal about business transaction. This statement is the best example of which property of internet
    a Increasing customers value proposition
    b Increasing operational efficiencies
    c Distance shrinker
    d Increasing connectivity
    e None of the above

Part III Short answer (6 marks)

Answer the following questions on space provided (1.5 Points each)

1. Indicate reasons to have an e-business network and a website security.

   _____

   _____

   _____

2. What criteria should be fulfilled in order to have a successful electronic payment (e-payment) system?

   _____

   _____

   _____

3. Distinguish between network and internet

_____

_____

4. List the most widely used client server applications in selling online

_____

_____

Part III: Case Analysis (8 Marks)

Gemechu and Desta are the owner of SIDA PLC. Gemechu frequently initiates Desta to expand their market through e-commerce. Desta did not pay attention to Gemechu's idea over time. One day Desta asked Gemechu to explain the benefits of expanding their business through e-commerce. Desta also needs Gemechu's explanation about the demerits of such marketing practice. If you were Gemechu what do you say toDesta on the issues raised?

Answer Sheet for Part I

1.		7.	13.	19.
2.		8.	14.	20.
3.		9.	15.	21.
4.		10.	16.	22.
5.		11.	17.	
	6.	12.	18.	