

Part 1 of 1 -

30%
100.0 Points
CORRECT

5.0 Points

VERIFY AND
FIND MISTAKES

* MARK CHANGES
IN YELLOW.

Question 1 of 20

Which of the following is NOT a basic B2C channel structure?

- ☐ A. Manufacturer -> Retailer -> Consumer
- ☐ B. Manufacturer -> Warehouse -> Consumer
- ☒ C. Manufacturer -> Consumer
- ☐ D. Manufacturer -> Wholesaler -> Retailer -> Consumer

5.0 Points

Question 2 of 20

The majority of product categories use _____ channel members.

- ☐ A. two
- ☒ B. three
- ☐ C. four
- ☐ D. five

5.0 Points

Question 3 of 20

Basically, the relationship between channel structure and performance can be described as a series of:

- ☐ A. exchanges and logistics.
- ☐ B. negotiations and promotions.
- ☐ C. functions and flows.
- ☒ D. strategies and transactions.

5.0 Points

Question 4 of 20

The activities associated with making sure that products are available to channel members at the appropriate times are known as:

- ☐ A. channel exchanges.
- ☐ B. product strategies.
- ☐ C. product transactions.
- ☒ D. logistic functions.

5.0 Points

Question 5 of 20

Results of integrating the Internet into channel structure can result in:

- ☒ A. reduction in channel participants in the distribution process.

- ☒ B. increases in channel participants in the distribution process.
- ☐ C. substitution of channel participants in the distribution process.
- ☐ D. All of the above

Question 6 of 20

5.0 Points

Organizations developed solely for the purpose of operating as online channel members to meet channel needs in the digital business environment are known as:

- ☒ A. disintermediaries.
- ☐ B. infomediaries.
- ☐ C. reintermediaries.
- ☐ D. ancillaries.

Question 7 of 20

5.0 Points

Retailers may wish to engage in virtual aggregation using the Internet to:

- ☐ A. relax constraints on inventory by space.
- ☒ B. reduce the assortment of products that need to be displayed.
- ☐ C. tailor a sales presentation to all target segments.
- ☐ D. become a pure-player.

Question 8 of 20

5.0 Points

Which of the following is a benefit of the Internet as a channel resource?

- ☐ A. It is easier for businesses to create perceptions of differences between product offerings.
- ☒ B. More and more products become available through online channels.
- ☐ C. Shoppers have the opportunity to examine and compare products.
- ☐ D. Businesses can differentiate their product offerings from that of the competition.

Question 9 of 20

5.0 Points

Your company has decided to change from a channel structure in which retailers are responsible for

customer contact to an interactive, customer-created Web page. Which of the following is an issue with which you must contend?

- ☐ A. How to manage the logistics of distribution
- ☒ B. How to develop or transfer the retailers' customer knowledge bases
- ☐ C. How to ensure piecemeal order fulfillment
- ☐ D. How to transfer more buying power to the customer

5.0 Points

Question 10 of 20

Which of the following is most useful in cultivating customer trust on the Internet?

- ☒ A. Company reputation
- ☐ B. Company location
- ☐ C. Transaction security
- ☐ D. Heuristics

5.0 Points

Question 11 of 20

Which of the following is NOT a component in a basic communication model?

- ☐ A. Source
- ☐ B. Message
- ☐ C. Receiver
- ☒ D. Modality

5.0 Points

Question 12 of 20

The processing of information to be communicated consists of:

- ☒ A. sending and receiving.
- ☐ B. encoding and decoding.
- ☐ C. narrowcasting and broadcasting.
- ☐ D. modal and non-modal.

5.0 Points

Question 13 of 20

The Internet enables companies to send messages to specifically targeted audiences, a process known as:

- ☒ A. broadcasting.
- ☐ B. non-modality.
- ☐ C. narrowcasting.

- ☐ D. spamming.

Question 14 of 20

5.0 Points

Spamming is a form of which type of communication?

- ☐ A. Push communication
- ☒ B. Pull communication
- ☐ C. Pointcasting
- ☐ D. Modal

Question 15 of 20

5.0 Points

A business that uses the Internet to provide content that matches the individual needs of each customer is engaging in:

- ☐ A. personalization.
- ☒ B. customization.
- ☐ C. pointcasting.
- ☐ D. modularization.

Question 16 of 20

5.0 Points

The use of customer preferences in setting up your company's Web site is an example of _____, while the subsequent advertisement of online product news is an example of _____.

- ☐ A. customization; personalization
- ☐ B. modal communication; non-modal communication
- ☐ C. narrow customization; mass customization
- ☒ D. pull communication; push communication

Question 17 of 20

5.0 Points

After the U.S. Civil War, grave memorial companies offered a different type of marker for the graves of Union soldiers than for Confederate soldiers. One company, however, offered markers in the form of a statue of each fallen soldier with a handmade replica of the soldier's likeness on the face. These two offerings are examples of _____ and _____, respectively.

- ☒ A. customization; personalization
- ☐ B. modal communication; non-modal communication
- ☐ C. mass customization; narrow customization
- ☐ D. pull communication; push communication

5.0 Points

Question 18 of 20

Choosing from product options on a series of drop-down menus on a Web page is an example of:

- ☐ A. collaborative customization.
- ☐ B. adaptive customization.
- ☐ C. collaborative personalization.
- ☒ D. adaptive personalization.

5.0 Points

Question 19 of 20

According to market research by DoubleClick, 780 out of the 1,000 online customers surveyed had made a purchase after:

- ☐ A. visiting a microsite.
- ☐ B. receiving spam.
- ☒ C. receiving opt-in e-mail.
- ☐ D. viewing a Shoshkele.

5.0 Points

Question 20 of 20

Companies with Web sites with no history of visitor activity or search engines with high amounts of traffic usually choose to use the _____ payment model for online advertising.

- ☐ A. cost-per-thousand exposures
- ☐ B. Shoshkele
- ☒ C. cost per click-through
- ☐ D. flat-fee

