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.