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QUESTION 1

Which of the following market models is considered industry-centric that is, a model in which all the businesses in a particular market are involved in the same industry?

- A. B2C market
- B. Open market
- C. Vertical market
- D. Horizontal market

Correct Answer: C

QUESTION 2

Your e-business acquires raw materials and parts from several international suppliers and assembles those materials into a finished product. What is the name for the process that connects the materials and components to the consumer?

- A. Supply chain
- B. Product life cycle
- C. Just-in-time (JIT) delivery
- D. Logistics of rapid replenishment

Correct Answer: A

QUESTION 3

What is the most accurate way to determine the number of visits to a Web site?

- A. Install a hit counter.
- B. Use a tracking service.
- C. Measure server bandwidth used.
- D. Use automatic e-mail notification.

Correct Answer: B

QUESTION 4

Denying that a payment transaction took place is known as:



- A. repudiation.
- B. nonrepudiation.
- C. poor data integrity.
- D. negative authentication.

Correct Answer: A

QUESTION 5

Which of the following is a common practice for ensuring the quality of customer service?

- A. Asking customers to participate in a blog
- B. Notifying a customer by e-mail when a product is shipped
- C. Sending product announcements from partners by e-mail to new customers
- D. Notifying the customer's credit card company via e-mail that a purchase has occurred

Correct Answer: B

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