

**Q1) Choose the correct answer :**

**(15 Marks)**

1. **e-Business is a term used to describe**
  - A. An organization using electronic media to purchase from to its suppliers
  - B. Any electronically mediated communication between an organization and its stakeholders
  - C. An organization using electronic media to sell direct to its customers
  - D. The use of electronic communications for all business processes
  - E. None of the above
2. **When you look at e-commerce and e-business, which is the most realistic relationship between these two concepts?**
  - A. E-business is a subset of e-commerce
  - B. E-commerce is broadly equivalent to e-business
  - C. E-commerce is a subset of e-business
  - D. E-commerce has some overlap with e-business
  - E. None of the above
3. **Social network sites such as Facebook and Twitter have become increasingly popular for sell-side e-commerce and would normally be considered to be in which category?**
  - A. Brand-building sites
  - B. Services-orientated relationship-building websites
  - C. Portal, publisher or media sites
  - D. Transactional e-commerce sites
  - E. None of the above
4. **Supply chain management refers to the coordination of all supply activities of an organization from its suppliers and delivery of products to its customers. E-commerce transactions between a company and its stakeholders, be their consumers or businesses are often referred to as:**
  - A. B2C , C2C
  - B. C2C , C2B
  - C. B2C , B2B
  - D. B2B , C2B
  - E. None of the above.
5. **Which would be the best description of e-commerce?**
  - A. Any electronically mediated information exchanges between an organization and its external stakeholders
  - B. The use of electronic communications for all business processes
  - C. An organization using electronic media to purchase from to its suppliers
  - D. An organization using electronic media to sell direct to its customers
  - E. All of the above are fair descriptions
6. **Buy-side e-commerce refers to:**
  - A. The use of electronic communications for all business processes
  - B. E-commerce transactions between a purchasing organization, its suppliers and also partners
  - C. Any electronically mediated communication between an organization and its stakeholders
  - D. An organization using electronic media to sell direct to its customers
  - E. None of the above.
7. **The Amazon site belongs in which category of website?**
  - A. Brand-building website
  - B. Relationship-building website
  - C. Media or publisher site
  - D. Transactional website
  - E. All of the above

- 8. Management issues associated with managing intranets are similar to those for extranets. Which of the following are key questions to investigate when creating a new extranet?**
- A. Is the quality of the information adequate and up to date
  - B. Will the levels of usage be sufficient to justify investment
  - C. Is it effective and efficacious
  - D. All of the above
  - E. None of the above
- 9. With headlines often commenting on breaches of Internet security, what is the term used for specialized software to prevent unauthorized access to company data from outsiders?**
- A. Middleware
  - B. Web analytics system
  - C. Firewall
  - D. Enterprise application integration.
  - E. All of the above
- 10. The architecture of hardware, software, content and data is known as:**
- A. E-business infrastructure
  - B. E-commerce infrastructure
  - C. E-business web structure
  - D. All of the above
  - E. None of the above
- 11. The level of e-business infrastructure which refers to information processed and displayed is:**
- A. Infrastructure
  - B. Application content
  - C. Processing
  - D. Storage/physical
  - E. (B & C)
- 12. The level of e-business infrastructure which refers to computation and logic is:**
- A. Infrastructure
  - B. Storage/physical
  - C. Application content
  - D. Processing
  - E. All the above
- 13. A private network within a company can be used to provide shared content for staff is known as:**
- A. Open source
  - B. Extranet
  - C. Internet
  - D. Intranet
  - E. None of the above
- 14. Which of the following could be seen as business benefits of an extranet?**
- A. Improved levels of customer service
  - B. Information sharing in secure environment
  - C. Cost reduction
  - D. All of the above
  - E. None of the above
- 15. According to porter, how does a firm create value?**
- A. By creating value activities.
  - B. By creating a value chain.
  - C. By creating margin.
  - D. By creating a value system.
  - E. (A&B)

- 16. Which of the following is not a primary value activity?**
- A. Operations
  - B. Procurement
  - C. Marketing & sales
  - D. Service
  - E. HRM
- 17. The 'value chain' idea is a concept that has been well established for the past three decades and it refers to considering key activities that an organization can conduct to add value for the customer. It traditionally distinguished between primary activities and support activities. Why is this concept regarded as outdated with the development of e-business?**
- A. The concept still holds and does not need revision
  - B. The support activities offer far more than just support
  - C. Support activities have been subsumed under primary activities
  - D. There is a clear distinction between primary and support activities
  - E. None of the above.
- 18. Transactions between an organization and its suppliers and intermediaries, equivalent to buy-side e-commerce is known as**
- A. Supply streaming
  - B. The upstream supply chain
  - C. There is no difference to buy-side e-commerce
  - D. The downstream supply chain
  - E. None of the above
- 19. The downstream supply chain is similar to sell-side e-commerce and involves:**
- A. Being exclusively outside an organization
  - B. Mainly involved with the procurement of material from suppliers
  - C. The distribution of products or delivery of services to customers
  - D. All the above
  - E. None of the above
- 20. When a manufacturer develops an innovative product and then identifies a suitable target market and distribution channel. This is an example of:**
- A. Value stream
  - B. Push model of SCM
  - C. Pull model of SCM
  - D. Value chain
  - E. Supply Streaming.
- 21. The typical aim of the push to customer approach to supply chain management is:**
- A. Optimize the production process for cost and efficiency
  - B. To enhance product and service quality
  - C. To improve costs of distribution
  - D. Reduce wastage
  - E. None of the above
- 22. The typical aim of the pull from customer approach to supply chain management is:**
- A. Promote information sharing between supply chain members
  - B. To improve costs of distribution
  - C. Optimize the production process for cost and efficiency
  - D. Enhance product and service quality
  - E. All the above.
- 23. The electronic integration and management of all procurement activities including purchase request, authorization, ordering, delivery and payment between a purchaser and supplier is known as:**
- A. E-procurement process
  - B. E-procurement
  - C. E-procurement system
  - D. All of the above
  - E. None all the above

- 24. Generally, which sequence is most typical of the procurement process?**
- A. Approver to originator to buyer to supplier
  - B. Supplier to originator to approver to buyer
  - C. Originator to buyer to approver to supplier
  - D. Originator to approver to buyer to supplier
  - E. None of the above
- 25. Another aim of e-procurement is increased choice of supplier leading to sourcing items:**
- A. From the right source
  - B. Delivered at the right time
  - C. At the right price
  - D. Of the right quantity
  - E. None of the above
- 26. Building and sustaining long term business with customers is the aim of :**
- A. Electronic customer relationship management
  - B. Customer acquisition
  - C. Customer relationship management
  - D. Customer management
  - E. None of the above.
- 27. By integrating customer databases with websites, marketing can be improved and the benefits of electronic customer relationship management (e-CRM) then include:**
- A. Achieve mass customization
  - B. Increased depth, breadth, and nature of the relationship
  - C. Lower costs
  - D. Targeting more cost-effectively
  - E. All the above are correct
- 28. To engage a customer in an online relationship, the minimum information that needs to be collected in an online form is:**
- A. Post code
  - B. E-mail address
  - C. Customer profile
  - D. Credit rating
  - E. None of the above
- 29. A key CRM technique is a sub-set of cross-selling, but in this case selling more expensive products. This is:**
- A. Up-sell
  - B. Reactivation
  - C. Cross-sell
  - D. Referral
  - E. None of the above
- 30. E-commerce managers aim to integrate an effective mix of electronic communications to drive traffic to their e-commerce sites. Which answer best represents an offline marketing strategy to generate website traffic?**
- A. TV advertising
  - B. Digital media channels
  - C. Social media marketing
  - D. E-mail marketing
  - E. None of the above

**Q2) What is the difference between :**

(10 marks)

- 1) e-Commerce & m-Commerce.
- 2) Intranet & Extranet.
- 3) PGP & PKI
- 4) Port Scanning & Sniffing Programs.
- 5) B2B and B2C e-Commerce.

**Q3) Explain with diagram( so if needed)about the following :**

(20 Marks)

- 1) The components of e-business Infrastructure perspective.
- 2) Porter's Value Chain model for competitive advantage.
- 3) e-Procurement based on Sell-Side model .
- 4) The multistage model for e-Commerce.
- 5) Three advantage and disadvantage of ERP system.

**Q4)**

(15 Marks)

**1) PHP is a server-side scripting language. Explain ?**

**2) Correct the following PHP code :**

```
<?php
$link =mysql_select_db("$link","root","localhost ");
Myaql_connect ( "School",$link);
$result= mysql_query("select* from stud");
echo "<table border=1>";
while($row=mysql_fetch($result))

{

echo "<tr>";
echo "<td> $ result [0] </td>";
echo "<td> $ result [1] </td>";
echo "<td> $ result [2] </td>";
    echo "</tr>";

}

echo "</table>";
myaql_close($row);
?>
```

---

*With My Best wishes*  
*Prof. Dr. Samir about-fotouh*  
*Prof. Dr. Ahmed . A . Elfotouh*