University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

MISA 210 – Electronic Business
Midterm Exam
Date: 29 October 2013 – 15:00 AM – 16:00 PM

Student Name: _____   Student No: _____

Fill in the section number ① ② ③   Serial Number [ ]

GENERAL INSTRUCTIONS:

- Mark your answer at the appropriate space on your answer sheet provided.
- There will be no negative marking.
- Follow the instructions of the test proctor and stop writing when you are told to do so.
- Calculators / gadgets of any kind are not allowed.
- Mobile phones are not allowed in the examination venue.
- Test paper along with answer sheet must be returned at the end of the test.
- Rough work, if required, may be done on the blank sides of this test paper. Separate sheet will not be provided.
- All the questions are self-explanatory. Do not ask for any clarification.

For Instructors Use ONLY					
Multiple Choice	**T/F**	**Matching**	**Short Essay**	**Total**	**Final Total**
10 Points	**10 Points**	**5 Points**	**15 Points**	**40 Points**	**15%**

University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

ANSWER SHEET

Multiple Choice Questions (10 Points)

Q1.	a	b	c
Q2.	a	b	c
Q3.	a	b	c
Q4.	a	b	c

Q5.	a	b	c
Q6.	a	b	c
Q7.	a	b	c
Q8.	a	b	c

Q9.	a	b	c
Q10.	a	b	c

True False Questions (10 Points)

Q11.	T	F
Q12.	T	F

Q13.	T	F
Q14.	T	F

Q15.	T	F
Q16.	T	F

Q17.	T	F
Q18.	T	F

Q19.	T	F
Q20.	T	F

Matching Questions (5 Points)

Q.	Letter	Phrase
Q21.		
Q22.		
Q23.		

Q.	Letter	Phrase
Q24.		
Q25.		

University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

MISA 210 MIDTERM EXAM

Instructor:	Khuzaima Jallad	Name:	
Section:	1 – 2 – 3	Date:	Oct 29, 2013
Student No.:		Results:	/40

Instructions

Questions 1 - 10 are multiple-choice questions designed to assess your ability to remember or recall basic and foundational pieces of knowledge related to this course. Please read each question carefully before reading the answer options. When you have a clear idea of the question, find your answer and <u>mark your selection on the answer sheet</u>. <u>Please do not make any marks on this exam.</u>

Part I: Multiple Choice Questions (1 Point for each correct answer)

1) **_____ is the broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization.**
   a. Electronic Commerce
   b. Electronic Business
   c. Virtual Commerce

2) **An Internal corporate or government network that uses Internet tools, such as Web browsers, and Internet protocols is known as _____.**
   a. Internet
   b. Extranet
   c. Intranet

3) **The following are all key support areas in the EC framework EXCEPT:**
   a. The users or people that help and support the business.
   b. Partnerships with different businesses
   c. Production and Support Services

4) **All the following are EC classifications EXCEPT.**
   a. E2E
   b. C2C
   c. E2G

5) **A(n) _____ is a user-defined world in which people can interact, play, and do business; the most publicized virtual world is Second Life**
   a. Global market
   b. Virtual Economy
   c. Virtual world

University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

6) _____ **All the following are EC participants and components EXCEPT:**
   a. Suppliers
   b. Infomediaries
   c. Customers

7) _____ **The major components and players in a marketspace are all EXCEPT for:**
   a. Infrastructure
   b. Product and Services
   c. Intermediaries

8) _____ **The portion of an e-seller's business processes through which customers interact, including the seller's portal, electronic catalogs, a shopping cart, a search engine, and a payment gateway is _____.**
   a. Back end
   b. Intermediary
   c. Front end

9) _____ **An example of G2C is:**
   a. A driver applies for and pays for the renewal of his auto tag online.
   b. A road contractor uses the Internet to submit a closed bid on a paving contract.
   c. A regional hospital conducts an online reverse auction for cleaning supplies.

10) _____ **All of the following are advantages of e-catalog EXCEPT:**
   a. Simplicity in editing and revising material.
   b. Adding and deleting information is difficult.
   c. Ability to reduce repetitive actions.

University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

Part II: True and False Questions (1 Point for each correct answer)

Instructions

Questions 11 – 20 are true and false questions designed to assess your ability to remember or recall basic and foundational pieces of knowledge related to this course. In this section you will be given statements that are either correct or incorrect in their context. When you know the answer, <u>mark your selection on the answer sheet.</u>

11) _____ **An order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop is known as a shopping cart.**

12) _____ **Dynamic auctions are an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop.**

13) _____ **An auction in which a seller entertains bids from buyers; bidders increase price sequentially is known as reverse auctions.**

14) _____ **One of the advantages of auctions for buyer is opportunities to bargain at fixed prices.**

15) _____ **One of the advantages of auctions for sellers is increase revenue from a boarding bidder base.**

16) _____ **B2B EC transactions that involve one seller selling to many buyers is called an exchange.**

17) _____ **One of the impacts for auctions is higher profit for individuals.**

18) _____ **E-bartering is conducted online usually through a marketplace exchange.**

19) _____ **Transaction fees for B2B financial services are higher than for most other methods.**

20) _____ **In the real world, negotiations are done primarily electronically and with negotiation support tools.**

University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

Instructions

Questions 31 – 40 are matching questions designed to assess your ability to remember or recall basic and foundational pieces of knowledge related to this course. In this section you will be view four columns, you will need to match each statement with the best word that corresponds to it by placing the letter in the column that matches with the correct word. When you find your answer, <u>mark your selection on the answer sheet.</u>

Part III: Matching Questions (1 Point for each correct answer)

No.		Statement		Word
Example	X	The level for ones capacity to learn new knowledge, problem solving and decision making skills		Intrabusiness EC
21.	**A**	A network that uses the Internet to link multiple intranets	X	Intelligence
22.	**B**	A category of Internet applications that help connect friends, business partners, or individuals with specific interests		electronic commerce (EC)
23.	**C**	E-commerce category that includes all internal organizational activities that involve the exchange of goods, services, or information among various units and individuals in an organization		Digital economy
24.	**D**	Is based on digital technologies, including digital communication networks, computers, software, and other related information technologies		Social network
25.	**E**	The process of buying, selling, or exchanging products, services, or information via computer		extranet

Part III: Short Essay Questions (6 points for each question)

Instructions

Questions 16 – 20 are short essay questions designed to assess your ability to think critically about the subject. In this section you will be provided with several questions that require your answer in writing. <u>Please use your **own words** to answer each question</u>.

Q.26.: List the common revenue model types for EC with a brief description of each. (5 Point)
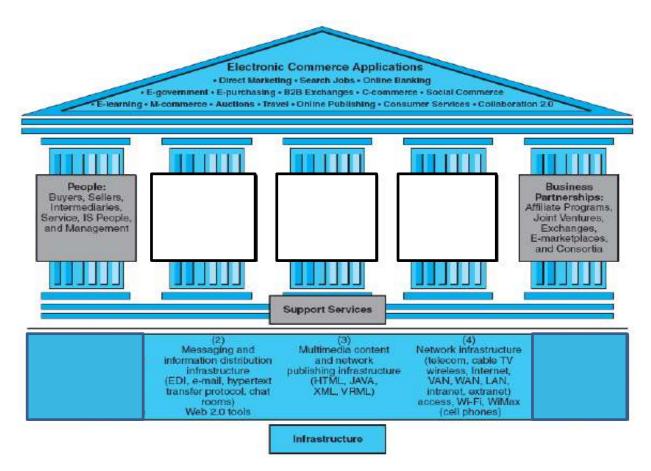
University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

_____

_____

_____

_____

_____

_____

_____

_____

Q.27.: **Fill in the missing part of the key pillars of e-commerce (5 Points)**

University of Bahrain
College of Applied Studies
Administrative and Technical Programs

جامعة البحرين
كلية التعليم التطبيقي
البرامج الإدارية و التقنية

Q.28.: **List of the key dimensions of EC with a brief description of each. (5 Points)**

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Good Luck ☺