MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.
1) A(n) ________ is an HTML coding statement that describes the content of a Web page and is used by search engines to index the site's content so that it can be found. 1) ________
   A) domain B) associated ad display
   C) meta-tag D) advertorial

2) Issues related to trust in EC include all of the following EXCEPT: 2) ________
   A) Trust is particularly important in global EC transactions due to the difficulty of taking legal action in cases of a dispute or fraud.
   B) If people do not trust the security of the EC infrastructure, they will not feel comfortable about using credit cards to make EC purchases.
   C) When parties trust each other, they have confidence that transaction partners will keep their promises. However, both parties in the transaction assume some risk.
   D) As a result of trust-transference programs through portal affiliation, seal of approval programs, online shopping communities, and customer endorsements, customers are fully confident in online purchasing transactions.

3) Marketing and advertising approaches has evolved from mass marketing to market segmentation to one-to-one marketing. This evolution occurred because: 3) ________
   A) the Internet enabled companies to better communicate with customers and understand their needs and buying habits.
   B) companies sought to decrease the number of marketing campaigns.
   C) concerns about privacy had diminished.
   D) the marketing focus shifted from customers to products.

4) Procter & Gamble (P&G) used the Internet in the new product development of Whitestrips, a teeth-brightening product. Based on this experience, P&G: 4) ________
   A) decided to add Internet research to its traditional marketing test model.
   B) reduced the time-to-market from concept to market launch by approximately two years.
   C) learned that the cost of online surveys were about the same as similarly sized telephone surveys, but online surveys expedited research considerably.
   D) could not determine the target market segments for the Whitestrips.

5) Social class, lifestyle, personality, and activities are descriptors used in ________ market segmentation. 5) ________
   A) geographic
   B) demographic
   C) cognitive, affective, behavioral
   D) psychographic

6) Pricing, technical support, and logistics support are several of the ________ that can be controlled by EC vendors and sellers 6) ________
   A) decision variables B) dependent variables
   C) intervening variables D) independent variables

7) The core of the "new marketing model" consists of: 7) ________
   A) online marketing channels.
   B) customer profiles.
   C) four Ps– product, place, price, and promotion.
   D) customer relationships.

8) The two key factors limiting the use of personalization to more precisely target marketing efforts to individual customers are: 8)
   A) lack of customer loyalty and service customization costs.
   B) privacy and trust issues.
   C) matching profiles with product offerings and delivering those offerings.
   D) communication costs and filtering costs.
9) A(n) ________ is a type of pop-up ad that appears after a user clicks a link and remains while content is loading to capture the user's attention for a short time, either as a promotion or a lead-in to the site's homepage or to advertise a product or a service. 9) ________
   A) banner exchange  B) keyword banner  
   C) interstitial  D) CPM

10) The risks of e-mail advertising management include all of the following EXCEPT: 10) ______
   A) fraud  
   B) measuring e-mail advertising effectiveness  
   C) e-mail hoaxes  
   D) spam

11) Online methods of bringing new customers to a B2B site when a B2B vendor wants to grow by adding new customers or products include all of the following EXCEPT: 11) ______
   A) through direct mail campaigns  
   B) by contacting all of its targeted customers individually to attract them to an electronic exchange.  
   C) through Web advertising such as using an ad server network provider.  
   D) through an affiliation service.

12) All of the following are correct about market research methods EXCEPT: 12) ______
   A) it is important first to understand how groups of consumers are classified or segmented.  
   B) market segmentation is done with the aid of tools such as data modeling and data warehousing. 
   C) direct mail marketing methods are usually cost-effective.  
   D) markets can be segmented to increase the percentage of responses and to formulate effective marketing strategies that appeal to specific consumer groups.

13) According to research, customer satisfaction with an Internet store: 13) ______
   A) depend on two types of factors: information quality and customer service quality. 
   B) is higher for new customers than former customers.  
   C) cannot be predicted.  
   D) drops dramatically when certain Web site features fail to perform properly, such as the content's reliability, loading speed, or usefulness.

14) Limitations of online research methods are all of the following EXCEPT: 14) ______
   A) focus group responses lose eye contact and body language.  
   B) the ethics and legality of Web tracking.  
   C) e-mail surveys have the lowest response rate.  
   D) loss of respondents because of equipment problems.

15) Banner advertising on Web sites helps trigger a realization that there is a gap between reality and a desired state, which occurs in the ________ stage of the EC purchase decision-making process. 15) ________
   A) evaluation, negotiation, and selection  
   B) information search  
   C) need identification  
   D) purchase, payment, and delivery

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

16) Individual buyers do most of the actual shopping in cyberspace in terms of dollar volume of sales. 16) ______

17) An objective of conducting market research is to understand the relationships between dependent and intervening variables so that vendors can make informed decisions on the intervening variables. 17) ______

18) Building consumer trust in EC can be achieved through integrity, which is a user's confidence in the ability of the online store to fulfill its promises such as a money-back guarantee. 18) ______

19) A cookie is a data file that is placed on a user's hard drive by a remote Web server only when the user's gives full consent to collect information about the user's activities at a site. 19) ______

20) Social factors such as customer endorsement strategies and word-of-mouth are independent variables that play an important role in EC shopping and purchases. 20) ______