

1. The Internet makes it easy for businesses to obtain information and develop profiles of customers that the businesses use to
 - A. create software.
 - B. conduct research.
 - C. target markets.
 - D. secure transactions.
2. Buyer Jones is negotiating a contract to purchase a large quantity of products from Seller Brown. There are several things Jones wants Brown to agree to before Jones will agree to buy. What is this buyer asking for?
 - A. Commitments
 - B. Consequences
 - C. Concessions
 - D. Commissions
3. Interest an online business earns from its bank accounts is included in which category of the profit-and-loss statement?
 - A. Assets
 - B. Net income
 - C. Revenue
 - D. Gross sales
4. One of the main disadvantages of using e-mail is that it lacks
 - A. reliability.
 - B. confidentiality.
 - C. authenticity.
 - D. believability.
5. Internet businesses use budgets to estimate how they will
 - A. file their taxes.
 - B. spend their money.
 - C. calculate their assets.
 - D. depreciate their assets.
6. Who is responsible for developing a quality culture in a brick-and-click business?
 - A. Management
 - B. Production staff
 - C. Salespeople
 - D. All employees
7. Which of the following is an ethical issue that an online business manager might encounter:
 - A. Balance of trade
 - B. Conflict of interest
 - C. Span of control
 - D. Return on investment
8. E-businesses study information about consumers' lifestyles, incomes, and ages in order to identify the target market and develop appropriate
 - A. staff levels.
 - B. purchasing policies.
 - C. business policies.
 - D. inventory controls.
9. What is the main reason why a company might decide to host its own web site?
 - A. The company has employees who have web-hosting skills.
 - B. The company wants to have direct control of the web server.
 - C. It is more cost effective for a company to host its own site.
 - D. Employees are available to work 24 hours a day, seven days a week.
10. Which of the following is a standard function of most spreadsheet software programs:
 - A. Creating slide presentations
 - B. Preparing promotional brochures
 - C. Managing database files
 - D. Performing financial calculations
11. Which of the following is a reason why e-businesses should evaluate speculative risks:
 - A. To determine the potential for loss
 - B. To obtain adequate insurance coverage
 - C. To reduce the possibility of theft
 - D. To estimate the level of property damage
12. Secure sockets layer (SSL) creates a secure connection between the customer's Internet browser and the
 - A. customer's credit-card company.
 - B. customer's Internet service provider.
 - C. merchant's web site.
 - D. certification authority.
13. One disadvantage to the Electronic Signatures in Global and National Commerce Act of 2000 is that
 - A. individuals using electronic signatures are charged a service fee.
 - B. a computer hacker could intercept the signature and use it illegally.
 - C. electronic signatures are not considered legal in confirming contracts.
 - D. it requires electronic signatures to gain governmental approval before each use.
14. Before an Internet business and a customer can enter into a valid contract, the offer to do something in return for payment must be
 - A. implied.
 - B. in writing.
 - C. accepted.
 - D. expressed.