

2013-2-WKU-EC-FinalExam

Department:

/ ID:

/ Name:

Check

- Final Exam, Electronic Commerce Marketing, Autumn 2013 (008023-01+02)
- Where: Rm. 201 of Saecheonnyeon Hall
- When: 9th Class (17:30) on Wednesday, December 18 in 2013
- Misc.: 15 Questions, 30 Minutes, 84(=43+41) Students
- Check:
 - Fill in your ID number and name on the upper portion of question sheet and answer sheet. And then submit your question sheet and answer sheet.
 - Only one answer sheet is permitted. Answers on Part I and II should be written on the front of answer sheet, and answers on Part III should be on the back.

Questions

Part I (No. 01 ~ 08): Fill in the following blanks.

01. (_____) is the matching of services, products, and advertising content with individual consumers and their preferences.
02. (_____) is the requirements, preferences, behaviors, and demographic traits of a particular customer.
03. Customer satisfaction is composed of (_____) quality, (_____) quality, and (_____) quality.
04. (_____) is the flow of materials, information, money, and services from raw material suppliers through factories and warehouses to the end customers.
05. (_____) is software products that use networks to support collaboration among groups of people who share a common task or goal.
06. (_____) is a company that introduces significant changes in their industries.
07. (_____) is a subset of e-commerce in which the users and their personal relationships are at the forefront.
08. Three major components of security are (_____), (_____), and (_____).

Part II (No. 09 ~ 13): Write the full name for each following abbreviation.

09. MRO 10. PRM 11. CPFR 12. G2C 13. GPS

Part III (No. 14 ~ 15): Describe the following terms in brief.

14. Cipher Systems
15. Knowledge Creation Model

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01. personalization
02. user profile
03. information, system, service
04. supply chain
05. groupware
06. disruptor
07. social commerce or s-commerce
08. confidentiality, integrity, availability

09. maintenance, repair, operation
10. partner relationship management
11. collaborative planning, forecasting, replenishment
12. government to citizen
13. global positioning system

14. Drawing and explanation
15. Drawing and explanation