

2013-1-WKU-IP-MidtermExam

Department:

/ ID:

/ Name:

Check

- Mid-term Exam (13 Questions), Information Policies, Spring 2013 (164323-03)
- Where: Rm. 407 of Saecheonbyeon Hall
- When: 5th Class (13:30) on Monday, April 22 in 2013
- Who: 20 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 No. 01 ~ 10 should be written on the front of answer sheet, and answers on No. 11 ~ 13 should be on the back.

Questions

Part I (No. 01 ~ 10): Fill in the following blanks.

01. (_____) is an environment that enables businesses by uses of following components on the internet; supplier, distributor, biz service provider, infrastructure supplier, and customer.
02. Two major trends of B-web are (_____) and (_____).
03. (_____) means cooperation plus competition. Participants mutually cooperate and compete.
04. (_____) is knowledge capital and is needed in e-Business.
05. There are three components of digital capital such as (_____), (_____), and (_____).
06. (_____) is alteration of the basic unit of economy and the basic unit of economy is transformed from enterprise to individual. In B-web, that is an individual.
07. (_____) is a market. In that place, prices are negotiated and decided free among buyers and sellers.
08. (_____) is an agent. In that place, added values are created between producers and customers.
09. (_____) is the most ideal form of B-web. In that place, participants share their experience, knowledge, and design. Each participant is not only a producer but also a customer.
10. Major strategy for B-web is to focus on (_____) and to consider (_____).

Part II (No. 11 ~ 13): Describe the following terms in brief.

11. Five classes of participants of B-web
12. 4P mix
13. B-web taxonomy model

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01. B-web
02. dissaggregation, reaggregation
03. coopetition
04. digital capital
05. human capital, customer capital, structural capital
06. molecularization
07. agora
08. aggregation
09. alliance
10. customer, cannibalization

11. Drawing and explanation
12. Drawing and explanation
13. Drawing and explanation