ICT332 Self-Study Questions
Week 10
(Ref: Chapter 12 and 13, E-Commerce by Laudon & Traver)

End of Chapter Questions Chapter 12

3. List at least five potential benefits of B2B e-commerce
6. Define the term supply chain and explain what SCM systems attempt to do. What does supply chain simplification entail?
9. What are the three dimensions that characterize an e-procurement market based on its business functionality? Name two other market characteristics of an e-procurement Net marketplace.
11. List three of the objectives of a private industrial network.
15. What are the barriers to the complete implementation of private industrial networks?

Projects Chapter 12

3. Assume you are an e-procurement officer for an office furniture manufacturer of steel office equipment. You have a single factory located in the Midwest with 2,000 employees. You sell about 40% of your office furniture to retail-oriented catalog outlets such as Quill in response to specific customer orders, and the remainder of your output is sold to resellers under long-term contracts. You have a choice of purchasing raw steel inputs – mostly cold rolled sheet metal from an exchange such as E-Steel and/or from an emerging industry consortium. Which alternative would you choose and why? Prepare a PowerPoint presentation for management supporting your position.

End of Chapter Questions Chapter 13

2. List and briefly explain three of the benefits of auction markets.
3. What are the four major costs to consumers of participating in an auction?
7. What types of products are well-suited for an auction market? At what points in the product life cycle can auction markets prove beneficial for marketers?
8. What three characteristics define a portal site today?
11. List and briefly explain the main revenue sources for the portal business model.

Projects Chapter 13

3. Visit one for-profit and one non-profit sponsored community site. Create a Microsoft PowerPoint or other form of presentation to describe and demonstrate the offerings at each site. What organizational objectives is each pursuing? How is the for-profit company using community building technologies as a customer relations management tool?