End of Chapter Questions
Chapter 10

2. What frequently makes the difference between profitable and unprofitable online businesses today?

6. Describe the technological retailing revolution that preceded the growth of e-commerce. What were some of the innovations that made later online retailing possible?

12. Compare and contrast virtual merchants and bricks-and-clicks firms. What other type of online retailer is most like the virtual merchant?

13. What is the difference between a supply-push and a demand-pull sales model? Why do most manufacturer-direct firms have difficulty switching to one of these?

15. Which is a better measure of a firm’s financial health: revenues, gross margin, or net margin? Why?

Chapter 11

1. What are some of the difficulties in providing services in an online environment? What factors differentiate the services sector from the retail sector, for example?

4. Name and describe the four types of online mortgage vendors. What are the major advantages of using an online mortgage site? What factors are slowing the growth of such service businesses?

7. What is the most common use of real estate Web sites? What do most consumers do when they go there?

10. Explain the two global trends impacting the structure of the financial services industry and their impact on online operations.

14. Name and describe the five traditional recruitment tools companies have used to identify and attract employees. What are the disadvantages of such tools in light of new online sites?

Project Chapter 10

4. Find an example not mentioned in the text of each of the four types of online retailing business models. Prepare a short report describing each firm and why it is an example of the particular business model.

Project Chapter 11

3. Choose a services industry not discussed in the chapter (such as legal services, medical services, accounting services, or another of your choosing). Prepare a 3-to-5 page report discussing recent trends affecting online provision of these services.