Damascus University
Open Learning System
Small Business Management Dept.

Student Name: _____

ECommerce E (InComp/2023)

ID: _____

Exam Duration: 2Hours

Q1: Borders and Jurisdiction

Businesses that operate on the Web must comply with the same laws and regulations that govern the operations of all businesses. If they do not, they face the same set of penalties—fines, reparation payments, court-imposed dissolution, and even jail time for officers and owners—that any business faces.

They are made aware of the transition in many ways.

A - Power: A form of control over physical space and the people and objects that reside in that space, and is a defining characteristic of statehood. For laws to be effective, a government must be able to enforce them.

B- Effects: Laws in the physical world are grounded in the relationship between physical proximity and the effects, or impact, of a person's behavior. Personal or corporate actions have stronger effects on people and things that are nearby than on those that are far away.

C- Legitimacy: The idea that those subject to laws should have some role in formulating them.

D- Notice: Physical boundaries are a convenient and effective way to announce the ending of one legal or cultural system and the beginning of another. The physical boundary, when crossed, provides notice that one set of rules has been replaced by a different set of rules. Notice is the expression of such a change in rules.

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(4 × 5) + 5 = 25

* Students can Summarize and write with their idea and ways.

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STEP 3: SELECTING A DEVELOPMENT OPTION EC

applications can be developed through several alternative. The major options are:

5×5 = 25
students can identify only five alternatives.

1. ▶ Build the system in-house.

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2. ▶ Have a vendor build a customized system.

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3. ▶ Buy an existing application and install it, with or without modifications, by yourself or through a vendor.

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4. ▶ Lease standard software from an application service provider (ASP), lease as a service (SaaS), or lease via utility computing.

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5. ▶ Enter into a partnership or alliance that will enable the company to use someone else's application.

5

Or

6. ▶ Join a third-party e-marketplace, such as an auction site, a bidding (reverse auction) site, or an exchange, that provides needed capabilities to participants (e.g., Yahoo! Store).

7. ▶ Use a combination of approaches.

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5×5 = 25

Q3: Five-stage Model of Customer Loyalty:

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✓ **Awareness:** Customers who recognize the name of the company or one of its products are in the awareness stage of customer loyalty.

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✓ **Exploration:** In this stage potential customers learn more about the company or its products.

5

✓ **Familiarity:** Customers who have completed several transactions and are aware of the company's policies regarding returns, credits, and pricing flexibility are in this stage.

Could speaking student course their own words and ideas and can summarize from their memories

2

✓ **Commitment:** After experiencing a considerable number of highly satisfactory encounters with a company, some customers develop a fierce loyalty or strong preference for the products or brands of that company.

✓ **Separation:** Over time, the conditions that made the relationship valuable might change. The customer might be severely disappointed by changes in the level of service (either as provided by the company or as perceived by the customer) or product quality.

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Q4: Electronic commerce

is an emerging model of new selling and merchandising tools in which buyers are able to participate in all phases of a purchase decision, while stepping through those processes electronically rather than in a physical store.

The Benefits of EC

$(5 \times 4) + 5 = 25$

1) The new markets could be accessed through the online and extending the service offerings to customers globally.

2) Internet shrinks the globe and broadens current geographical parameters to operate globally

3) Marketing and promotional campaigns can be done globally at the reduced cost.

4) Retaining the customer and the customer services could be improved drastically.

5) Strengthen relationships with customers and suppliers ?

6) Streamline business processes and administrative functions

7) No added sales staff

8) A catalogue which is quickly and easily updateable. This means that when prices or stocks are changed, you don't have to have hundreds or thousands of obsolete catalogues lying around.

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