

## **E-business 4 – Questions**

1. What is the definition of an e-store, and what are its key components for running a successful online business?
2. How does the product catalog component contribute to the overall functionality of an online store?
3. Describe the role of a shopping cart in an online store and its impact on customer experience.
4. What are the advantages of using a check stand in an e-store for secure payment processing?
5. Discuss the importance of reporting and order tracking in managing an online store.
6. How can customer relationship management (CRM) systems integrate with an online store, and what benefits does this provide?
7. Explain the concept of online marketplaces and how they differ from traditional online stores.
8. What are the different types of online marketplace business models (ad-based, transactional, lead generation)? Provide examples.
9. Compare and contrast horizontal and vertical e-commerce businesses. How does each approach benefit sellers?
10. What are the main advantages of participating in an online marketplace for businesses?
11. Discuss the potential disadvantages for sellers using an online marketplace platform.
12. Explain the business benefits of online marketplaces in terms of transparency and availability of information for buyers and sellers.
13. What are the primary benefits for buyers when using an online marketplace?
14. How do smaller vendors benefit from joining an established online marketplace instead of creating their own e-commerce store?
15. Describe the importance of product placement on an e-store website and how it affects sales.
16. How do online marketplaces facilitate international sales for both buyers and sellers?
17. Discuss the role of fraud detection and management in running a secure e-store.
18. Explain how online auctions work as a component of e-business and their potential impact on sales.
19. What are the critical features of an online marketplace that make it attractive to consumers?
20. How can businesses use an online marketplace to build long-term trading relationships with suppliers or customers?