

E-business 5 – Questions

1. What is the difference between the B2B and B2C business models in e-commerce?
2. Describe the main characteristics of the B2B model and the types of transactions it typically involves.
3. Explain how product specificity and reciprocal buying play roles in B2B transactions.
4. What is the value chain, and why is it important for businesses to analyze each step of it?
5. Identify the components of a value chain and describe their functions in product creation and delivery.
6. How does the value chain differ when applied to e-commerce, particularly in terms of digital products and services?
7. Discuss the role of inbound and outbound logistics in the value chain. Why are these logistics essential for business operations?
8. What are the support activities within a value chain, and how do they add value to the primary activities?
9. How does supply chain management (SCM) contribute to a company's competitive advantage?
10. Explain the role of planning and information in effective supply chain management.
11. Describe the importance of sourcing and managing supplier relationships in the supply chain.
12. How does inventory management impact the overall efficiency of a supply chain?
13. Explain the relationship between location choice and supply chain effectiveness. Why is location a critical factor?
14. What role does transportation play in supply chain management, and what are the potential risks associated with it?
15. Why is the return process an essential component of supply chain management? How does it affect customer satisfaction?
16. Compare the different B2C business models, such as direct sellers, online intermediaries, and community-based models.
17. Discuss the advantages and disadvantages of advertising-based B2C models in e-commerce.
18. What is the significance of fee-based B2C models, and how have they become popular in digital content services?
19. How can businesses utilize supply chain data to optimize production and distribution?
20. What are the key differences between a virtual value chain and a traditional value chain? How is each suited to different types of businesses?