**E-business 6 – Questions**

1. What is an e-business system, and what are its essential components for conducting business online?

2. Describe the role of a website, email account, and internet connection in an e-business system. Why are these foundational?

3. Explain the importance of both tangible equipment (like computers and servers) and software (like CRM and security) in an e-business system.

4. How do e-business systems facilitate communication between businesses and customers? Provide examples.

5. What are the key considerations for selecting suppliers in an e-business system?

6. Describe the role of warehouse operations in e-business. Why is technology crucial for effective warehouse management?

7. What are the benefits of integrating shipping and returns processes into an e-business system?

8. Explain the role of customer relationship management (CRM) in e-business. Why is customer profiling essential?

9. Discuss the importance of product display and search functionality within an e-commerce catalog.

10. How can predictive analytics help improve sales in an e-commerce setting?

11. What are the main components of an e-commerce structural model? How do they connect to create a seamless customer experience?

12. Explain the order process in e-commerce, from customer order submission to product delivery.

13. Describe the cash flow in e-commerce transactions, especially focusing on different payment methods like cash on delivery and online payments.

14. What is reverse product flow in e-commerce, and why is it important for customer satisfaction?

15. How does information flow in both directions between customers and retailers, and why is it essential for e-commerce operations?

16. Explain the role of VAT and shipping cost management in e-commerce. How does this impact pricing and customer satisfaction?

17. What are the typical functions of an e-commerce system's back office, and how do they support front-office operations?

18. How does a well-designed registration and basket feature improve the customer experience in e-commerce?

19. What is the role of logistics in ensuring the timely and safe delivery of products in e-commerce?

20. Discuss the impact of social shopping and loyalty programs on customer retention in e-commerce.