

E-business 9 – Questions

1. What is a customer-oriented system in e-business?
2. How does a customer-oriented system differ from standard solutions?
3. What is the main principle of customer-oriented systems?
4. Why is it important to identify customer target groups in e-business?
5. What does defining a target market allow businesses to focus on?
6. What factors should you consider when choosing specific demographics for a target group?
7. What are psychographics, and why are they important for identifying target groups?
8. Name two questions businesses should ask when evaluating their target market decisions.
9. What is one major advantage of e-business for customers regarding product variety?
10. How does e-business provide convenience for customers?
11. In what way does e-business save time for customers?
12. Why does e-business save money for customers compared to traditional shopping?
13. How does the internet help customers make informed purchasing decisions in e-business?
14. What are two benefits of e-commerce for businesses mentioned in the presentation?
15. What is one example of a disadvantage of e-business for customers?
16. Why is there no guarantee of product quality in some e-business transactions?
17. How can mechanical failures affect e-business operations?
18. Why is customer loyalty more challenging to maintain in e-business?
19. What are hackers' potential risks for e-business platforms?
20. What is one way businesses can ensure a better experience for customers in e-commerce?