Key Terms - Chapter 4

Across

1. ___ is the Internet business model that provides product, pricing, and availability information to individuals (2 words)
4. ___ is the tailoring of Web content directly to a specific user (2 words)
6. ___ is the removal of organizations or business process layers responsible for certain intermediary steps in a value chain
7. ___ is the measurement of the depth and detail of information that a business can supply to the customer as well as information the business collects about the customer
8. A(n) ___ is a third-party Net marketplace that is primarily transaction oriented and connects many buyers and suppliers for spot purchasing
9. A(n) ___ is a business aggregating content or applications from multiple sources, packaging them for distribution, and reselling them to third-party Web sites
13. ___ is the use of wireless devices to conduct both business-to-consumer and business-to-business e-commerce transactions of the Internet (2 words)
14. The ___ Internet business model saves Internet users time and money by processing online sales transactions, generating a fee each time a transaction occurs (2 words)
17. ___ are the use of digital technologies to pay for products and services electronically (3 words)
19. A(n) ___ is the Internet business model that sells physical products directly to consumers or individual businesses (3 words)
21. ___ is the sourcing of goods and materials, negotiating with suppliers, paying for goods, and making delivery arrangements
24. A(n) ___ consists of a large firm using an extranet to link to its suppliers and other key business partners; the network is owned by the buyer and it permits the firm and its business partners to share product design and development, marketing, production scheduling, inventory management, and unstructured communication (2 words)
25. A(n) ___ is a Web site or other service that provides an initial point of entry to the Web or to internal company data
26. A ___ is an ad that opens automatically and does not disappear until the user clicks on it (3 words)

27. A(n) ___ is a credit card-size plastic card that stores digital information and that can be used for electronic payments in place of cash (2 words)
28. A(n) ___ is the competition that occurs when two or more different distribution chains are used to sell the products or services of the same company (2 words)

Down

2. A(n) ___ is a graphic display on a Web page used for advertising that, when a person clicks on it, takes him/her to another Web site (2 words)
3. ___ is the shifting of the intermediary role in a value chain to a new source
5. A(n) ___ is an abstraction of what an enterprise is and how the enterprise delivers a product or service, showing how the enterprise creates wealth (2 words)
6. A(n) ___ extends the functionality of existing checking accounts so they can be used for online shopping payments (3 words)
10. ___ is the situation where the relative bargaining power of two parties in a transaction is determined by one party in the transaction possessing more information essential to the transaction than the other party (2 words)
11. ___ is the measurement of how many people a business can connect with and how many products it can offer those people
12. The ___ Internet business model provides an online meeting place where people with similar interests can communicate and find useful information (2 words)
15. A(n) ___ is a payment for a very small sum of money, often less than $10
16. A(n) ___ is a single digital marketplace based on Internet technology linking many buyers to many sellers (2 words)
18. A(n) ___ business model is one where the Web site is an extension of a traditional brick-and-mortar business (3 words)
20. A(n) ___ business model is one based entirely on the Internet (2 words)
22. A(n) ___ is an organizational department responsible for handling customer service issues by telephone and other channels (2 words)
23. ___ is currency represented in electronic form that moves outside the normal network of money (2 words)