MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) Perspectives about Web 2.0 include all of the following except:
   A) Web 2.0 has become the framework for bringing together the contributions of millions of people to enhance creativity, information sharing, and collaboration.
   B) Web 2.0 stands to greatly improve internal business processes and marketing.
   C) Web 2.0 is organized around pages, software, technology, individuals, and corporations.
   D) Web 2.0 communities are one of the most powerful influences on society.

2) ________ is the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers, or other information or knowledge processing entities.
   A) Social network theory  B) Social network analysis
   C) Virtual analysis  D) Internet community theory

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

3) Social network analysis software provides both a visual and a mathematical analysis of relationships where the nodes in the network are the people or groups, and the links show relationships between the nodes.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

4) All of the following are true about YouTube except:
   A) The growth of YouTube has been extremely rapid, depending largely on referrals from users who alerted their friends and family to a favorite video.
   B) Some experts think Yahoo paid too much for YouTube.
   C) YouTube is building a community that is highly motivated to watch and share videos.
   D) The company encourages users to contact YouTube.

5) The real estate brokerage industry has been disrupted by companies such as Zillow and HomeGain for each of the following reasons except:
   A) Homeowners can enter zillow.com and go to zestimate to get an approximation of their home's market value with a map of the neighborhood.
   B) The Zillow and Homegain sites provide more services and information than Web 1.0.
   C) Homeowners can get comparisons of the estimated price of their home with neighbors' homes.
   D) The Web 2.0 real estate sites have driven down commissions from 6 percent to almost 1 percent.

6) Apple's iPhone uses a ________, which is an accurate and patented interface.
   A) dedicated control  B) touch-sensitive display
   C) multitouch touch screen  D) touch-pad

7) The banking industry was a good candidate for disruption by person-to-person (P2P) technology and disintermediation by ZOPA because:
   A) the industry offers a widely-needed service.
   B) the industry was making huge profit margins off customers.
   C) of fierce competition and low barriers to entry.
TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.
8) Wikipedia is the largest free online collaborative encyclopedia whose greatest strength and biggest weakness is that users create the content.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.
9) Alloy.com, bolt.com, and blueskyfrog.com are communities that:
A) offer interactive Webcasts for government or professional associations.
B) provide B2B networks.
C) are exchanges supporting community programs.
D) cater to young people.

10) The main purpose of LinkedIn is to allow registered users to:
A) post and find technology jobs.
B) develop a client base based on referrals.
C) create and maintain a list of contact details of people they know and trust in business.
D) aid successful business launches.

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.
11) A characteristic of Web 2.0 is the frequent software updates that are needed to control the content and data.

12) A search engine is basically a document or file retrieval system designed to help find information stored on a computer system, such as on the Web.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.
13) All of the following are ways social networks generate revenues except:
A) have members pay a fee to be affiliated with the social network
B) charge organizations a monthly service fee
C) host auctions for individuals or enterprises
D) offer a premium service for a monthly or per service fee

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.
14) Apple and Google undertook a formal merger to offer iPhone capabilities, such as delivering Google services through Apple hardware.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.
15) All of the following are categories and examples of interaction in a virtual community except:
A) EC using advertisements
B) communication via bulletin boards
C) financial sponsorship via experts
D) information using search engines
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16) What is the expected impact of industry disruptors on the real estate industry?  
   A) Increased competition and bidding wars to find and buy homes
   B) elimination of real estate agents
   C) the 6 percent realtor commission paid in the United States moving closer to the 1 percent
      commission commonly paid in other countries
   D) greater specialization of real estate agents with higher commissions

17) ________ is a Web development technique for creating quicker and more responsive Web
    applications by exchanging small amounts of data with the server so that the entire Web page
    does not have to be reloaded each time the user makes a change.
   A) RSS      B) ZOPA      C) Wiki      D) Ajax

18) Craigslist and MySpace provide ________ to search based on friends and contacts or by
    geographic proximity.
   A) classifieds and job listings      B) entrepreneurial networks
   C) advertising campaigns      D) virtual malls

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.
19) GeoCities is one example of a virtual community with many subcommunities.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers
the question.
20) A(n) ________ is defined as a group of people that have some kind of commercial or
    business relationship such as the relationships between sellers and buyers, buyers among
    themselves, buyers and suppliers, and colleagues and other colleagues.
   A) affinity portal      B) business network
   C) Web portal      D) entrepreneurial network

21) ________ are virtual communities organized by an interest, such as political parties, or by
    product, company, or health topic.
   A) Social networks      B) Associations
   C) Megacommunities      D) Affinity portals

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.
22) Web 3.0 will deliver a new generation of business applications that will see business and
    social computing converge on the same fundamentals as on-demand architecture is converging
    with consumer applications today.

23) A logical step as a community site grows in members and influence may be to turn it into a
    commercial or revenue-generating site.

24) Caterpillar created a knowledge network system for its employees, and it even markets the
    software to other companies.