E-Commerce, Ch9, TH, S12, 30Q – 30P

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.
1) All of the following are types of virtual communities except:  
   A) associations   B) affinity portals  
   C) gender and ethnic communities   D) search engines  

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

3) What is the expected impact of industry disruptors on the real estate industry?  
   A) elimination of real estate agents  
   B) Increased competition and bidding wars to find and buy homes  
   C) greater specialization of real estate agents with higher commissions  
   D) the 6 percent realtor commission paid in the United States moving closer to the 1 percent commission  
   commonly paid in other countries

4) 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 had small profit margins.  
   C) the industry was making huge profit margins off customers.  
   D) of fierce competition and low barriers to entry.

5) All of the following are ways social networks generate revenues except:  
   A) host auctions for individuals or enterprises  
   B) offer a premium service for a monthly or per service fee  
   C) charge organizations a monthly service fee  
   D) have members pay a fee to be affiliated with the social network

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

7) What is the top social network?  
   A) Friendster   B) Facebook   C) MySpace   D) Bebo

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

9) Apple's iPhone uses a _______, which is an accurate and patented interface.  
   A) touch-sensitive display   B) dedicated control  
   C) touch-pad   D) multitouch touch screen
10) The real estate brokerage industry has been disrupted by companies such as Zillow and HomeGain for each of the following reasons except: 10) ______
A) The Web 2.0 real estate sites have driven down commissions from 6 percent to almost 1 percent.
B) 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.
C) The Zillow and Homegain sites provide more services and information than Web 1.0.
D) Homeowners can get comparisons of the estimated price of their home with neighbors’ homes.

11) The main purpose of LinkedIn is to allow registered users to: 11) ______
A) aid successful business launches.
B) develop a client base based on referrals.
C) post and find technology jobs.
D) create and maintain a list of contact details of people they know and trust in business.

12) Each of the following is a trend that may slow EC and Web 3.0 except: 12) ______
A) security concerns
B) choppy connectivity
C) Net neutrality
D) copyright complaints

13) ______ is the mapping and measuring of relationships and flows between people, groups, organizations, animals, computers, or other information or knowledge processing entities. 13) ______
A) Internet community theory
B) Social network theory
C) Virtual analysis
D) Social network analysis

14) ______ 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. 14) ______
A) ZOPA
B) RSS
C) Wiki
D) Ajax

15) Wikis, blogs and RSS would most likely replace e-mail for all of the following reasons except: 15) ______
A) CC and BCC fields in an e-mail can be dangerous because often the wrong person gets a copy of the message.
B) E-mail is limited as a collaborative tool.
C) E-mail is primarily for point-to-point communication.
D) Wikis, blogs, and RSS are more secure than e-mail.

16) All of the following are categories and examples of interaction in a virtual community except: 16) ______
A) EC using advertisements
B) financial sponsorship via experts
C) communication via bulletin boards
D) information using search engines

17) 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. 17) ______
A) affinity portal
B) business network
C) entrepreneurial network
D) Web portal

18) ______ are companies that introduce a significant change in their industries, thus causing a disruption in normal business operations. 18) ______
A) Web 3.0
B) Information clouds
C) Mashups   D) Disruptors

19) Distinct layers of the Web 3.0 topology include each of the following except:  19) ______ 
A) API services   B) application services 
C) v-commerce   D) serviced clients 

20) ______ would be the environment of choice for Web 3.0 users.  20) ______ 
A) iPhone   B) Google   C) Social networks   D) Wireless 

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false. 
21) In addition to providing leadership, entrepreneurial networks may become online communities involved in endorsing reforms, legislation, or other municipal drives to advance their organization's goals.  21) ______

22) Mobile advertising is a rapidly developing area of advertisement on cell phones and other mobile devices.  22) ______

23) Disruption did not occur in the real estate brokerage industry.  23) ______

24) Wikipedia is the largest free online collaborative encyclopedia whose greatest strength and biggest weakness is that users create the content.  24) ______

25) Many companies find it easy to justify social media and networking because most of their benefits are intangible, or positive word-of-mouth.  25) ______

26) Although advertising and sales are the major EC activities in public social networks, there are emerging possibilities for commercial activities in business-oriented networks such as LinkedIn and in enterprise social networks.  26) ______

27) One of the major phenomena of Web 2.0 is the emergence and rise of e-auctions.  27) ______

28) Several companies use enterprise social networking, and virtual worlds in particular, for training purposes. For example, Cisco is trying to use its virtual campus in Second Life for product training and executive briefings.  28) ______

29) One-way marketing and advertising and command-and-control management are typical examples of pull-based systems, and nowhere as efficient as push systems.  29) ______

30) Business networking functions best when individuals offer to help others form commercial or business relationship or to find prospects.  30) ______