Chapter 2

True/False

1. E-marketplaces are also called virtual markets. (p. 57)

*A. True

B. False

2. E-distributors aggregate product information from many manufacturers.

*A. True

B. False

3. A shopping cart allows users to search and find products.

A. True

*B. False

4. Priceline.com is an example of a double auction model

A. True

*B. False

5. A virtual community is one where the interactions take place over a computer network.

*A. True

B. False

Multiple Choice

1. Customers interact with a marketspace via a: (p. 58)

A. Back end

*B. Front end

C. Intermediary

D. Infrastructure

2. _____ are often B2B markets owned by third parties (p61)

*A. Public E-Marketplaces

B. Private E-Marketplaces

C. Microsites

D. E-Malls

3. A person or company that facilitates transactions between buyers and sellers is a:

A. Microsite

B. Portal

C. Marketplace

*D. Broker

4. A portal with audio interfaces is a:

A. Mobile Portal

B. Corporate Portal

*C. Voice Portal

D. Knowledge Portal

5. A search for information inside the files and databases of a company is a:

A. Web search

*B. Enterprise search

C. Desktop search

D. Internet search

6. A search for information inside a user's computer is a::

A. Web search

B. Enterprise search

*C. Desktop search

D. Internet search

7. Offline auctions

*A. Are limited by location

B. Have a global reach

C. Are easy to attend

D. Allow for easy shipments

8. An auction with one seller and many potential buyers is a:

A. Offline auction

B. Electronic auction

C. reverse auction

*D. forward auction

9. An auction with one buyer and many potential sellers is a:

A. Offline auction

B. Electronic auction

*C. reverse auction

D. forward auction

10. Online communities can be

*A. Only public or private

B. Both public and private

C. Neither public or private

11. Advocates of Craigslist point out that:

A. Illegitimate post are hard to control

B. Few security precautions are available

*C. Free access provides opportunity

D. Adult products make up a good portion of traffic

12. Social networking sites can be

A. mobile

B. web-based

C. neither mobile or web-based

*D. both mobile and web-based

13. Virtual worlds are not:

A. used by many users

*B. mainly in 2D

C. hosts of user generated content

D. always in motion

14. Which is not a common business in virtual worlds:

A. virtual businesses

B. trading virtual properties

C. virtual shopping

*D. all are common

15. A platform for collective intelligence and social commerce is:

A. microsites

*B. crowdsourcing

C. crowdfunding

D. augmented reality

16. Which is not a benefit of crowdsourcing?

A. low-cost problem analysis

B. quick solutions

C. unique ideas generated

*D. lack of customer loyalty

17. The Semantic Web:

A. has a strict definition

B. refers to web 2.0 features

*C. refers to web 3.0 features

D. was a part of the dot-com bubble

18. Which of the following does Nicholas Carr not predict:

A. more intelligent computers

B. virtualization in computing infrastructure

*C. failure of the semantic web

D. greater use of cloud computing

19. Web 4.0 is referred to as

A. The Semantic Web

B. The Social Web

*C. The Symbiotic Web

D. The Decentralized Web

20. An auction with many buyers and many sellers is a:

A. Offline auction

*B. double auction

C. reverse auction

D. forward auction

Essay

1. Which type of auction is typically used is the final price of a good is hidden. Why is this used?

2. How are Web 2.0 technologies different from Web 1.0 technologies?

3. Why would a company want to create a private social network for employees?

4. What are the benefits to a seller of dynamic pricing?

5. Why would a social network add a mobile component?