

TRUE/FALSE

1. Within the interconnected tangle of links that makes up the Web, millions of sites vary from each other not just in how they are designed, but in their purpose.

ANS: T PTS: 1 REF: 36

2. A successful site owner will focus on one specific task: to get the site up and running.

ANS: F PTS: 1 REF: 36

3. Successful Web site owners are strong motivators and managers.

ANS: T PTS: 1 REF: 36

4. Web-based companies that do not have an offline component always have the necessary funds to hire the staff to program the site, purchase necessary inventory, and effectively market the site.

ANS: F PTS: 1 REF: 36

5. Many people have exciting ideas for new sites, and there is strong competition for a finite amount of money.

ANS: T PTS: 1 REF: 36

6. Creative directors develop the vision for the site—the concept, look and feel, layout, mood, and message.

ANS: T PTS: 1 REF: 37

7. Creative directors ensure that deadlines and benchmarks are met, individual site elements pass quality control standards, and progress reports, approvals, and opinions are communicated among the team members.

ANS: F PTS: 1 REF: 38

8. Sometimes the most time-consuming and daunting task in developing a new site is the creation of the content.

ANS: T PTS: 1 REF: 39

9. The size, complexity, and budget of a site will help determine the team required for its development.

ANS: T PTS: 1 REF: 39

10. The type of Web site you build should depend on the market you want to reach.

ANS: T PTS: 1 REF: 39

11. In order to be categorized as a true Web portal, a site needs only to provide information about its own site.
- ANS: F PTS: 1 REF: 40
12. B4B involves one business marketing and selling products and services to other businesses.
- ANS: F PTS: 1 REF: 43
13. Because B2B sales are more relationship-based, and the sales cycle can be fairly long, B2B sites typically do not have e-commerce functionality.
- ANS: T PTS: 1 REF: 44
14. B2B sites have tended to be ahead of other sites in terms of aesthetics and development innovation.
- ANS: F PTS: 1 REF: 45
15. C2C stands for customer to consumer marketing.
- ANS: F PTS: 1 REF: 50
16. The advantage of C2C Web sites is that they do have to rely on the trust factor.
- ANS: F PTS: 1 REF: 50
17. B2E (business to employee) marketing involves a business carrying out online initiatives to communicate with its employees.
- ANS: T PTS: 1 REF: 53
18. Social networking is the interaction of people from a variety of demographic groups and geographic locations via the Internet.
- ANS: T PTS: 1 REF: 53
19. Although different business models exist for each social media site, e-commerce, rather than advertising, is the primary source of revenue.
- ANS: F PTS: 1 REF: 54
20. For marketers, the ability to reach users through social media networks creates a unique opportunity, both in increased awareness and perceived brand acceptance on behalf of the target market.
- ANS: T PTS: 1 REF: 54
21. The purpose of an informational site is to generate Web-based sales.
- ANS: F PTS: 1 REF: 59
22. A B2B site exists in order to generate new contacts and eventually increase sales.
- ANS: T PTS: 1 REF: 59

23. Keeping users coming back to entertainment sites is less of a challenge than it is for many other types of sites.

ANS: F PTS: 1 REF: 62

24. The high user retention rates and increasing volume of traffic to e-commerce sites make them a potentially explosive platform on which marketers can gain visibility among a large audience of potential customers.

ANS: F PTS: 1 REF: 62

25. Online gaming has become a popular pastime for Internet users of all ages, as faster connections and more sophisticated programs allow for programmers to develop better games.

ANS: T PTS: 1 REF: 64

MULTIPLE CHOICE

1. ____ are the people who get the ball rolling and have the initial idea for a Web site.

a. Users	c. Investors
b. Owners	d. Analysts

ANS: B PTS: 1 REF: 36

2. Most established businesses, like restaurants, retailers, and manufacturers, use their ____ budget to develop their Web sites.

a. accounting	c. research
b. marketing	d. development

ANS: B PTS: 1 REF: 36

3. ____ provide the monetary resources necessary for getting some online sites going.

a. Venture capitalists	c. Speculation capitalists
b. Venture marketers	d. Innovative marketers

ANS: A PTS: 1 REF: 36

4. Venture capitalists want to see a solid ____ for a site.

a. marketing strategy	c. business plan
b. technology base	d. investment plan

ANS: C PTS: 1 REF: 36

5. Venture capitalists will usually hold a series of ____ with the company's owners before they will make an investment.

a. investigative meetings	c. marketing meetings
b. stakeholder meetings	d. accounting meetings

ANS: A PTS: 1 REF: 36

6. The ____ works with the site owner to understand the purpose of the site and identify any specific features required.

a. marketing director	c. site director
b. sales director	d. creative director

ANS: D PTS: 1 REF: 37

7. Creative directors will usually develop a ____, which is a diagram that establishes the navigational elements and organization of the site.
- a. site design
 - b. site schematic
 - c. site layout
 - d. site structure

ANS: B PTS: 1 REF: 37

8. ____ act as the central point of contact for the entire team and manage the development process so that the final site meets the required specifications and is completed on time.
- a. Sales engineers
 - b. Support managers
 - c. Account managers
 - d. Technical managers

ANS: C PTS: 1 REF: 37-38

9. In the case of a large site, ____ will be assigned to specific projects within the development umbrella and will report their progress back to the account manager.
- a. project managers
 - b. program managers
 - c. team leaders
 - d. site leaders

ANS: A PTS: 1 REF: 38

10. ____ make the site happen and confer with the creative director to determine which creative visions are feasible, based on financial and time constraints.
- a. Engineers
 - b. Artists
 - c. Programmers
 - d. Salespersons

ANS: C PTS: 1 REF: 38

11. ____ take the creative director's vision and interpret it artistically.
- a. Programmers
 - b. Photographers
 - c. Layout artists
 - d. Graphic designers

ANS: D PTS: 1 REF: 38

12. A site's ____ are responsible for promoting the site and driving traffic to it.
- a. engineers
 - b. marketers
 - c. sales team
 - d. programmers

ANS: B PTS: 1 REF: 39

13. A ____ is a site that helps users locate information that is dispersed throughout the Web.
- a. Web tube
 - b. Web hub
 - c. Web portal
 - d. Web container

ANS: C PTS: 1 REF: 40

14. A ____ is a program that allows users to find documents based on keywords that they enter into a text field.
- a. search engine
 - b. search database
 - c. search routine
 - d. search function

ANS: A PTS: 1 REF: 40

15. A ____ collects information from Web sites and other portals based on a central theme.

- a. distributed portal
- b. Web portal
- c. distributed Web portal
- d. distributed Web presence

ANS: C PTS: 1 REF: 42

16. ____ portals largely provide their own content and allow users to search both on and off the site for relevant information.

- a. Central
- b. Innovative
- c. Distributed
- d. Niche

ANS: D PTS: 1 REF: 42

17. ____ is the buying and selling of goods and services over electronic systems, most notably via the Web.

- a. E-commerce
- b. B2C
- c. B2B
- d. EDI

ANS: A PTS: 1 REF: 47

18. ____ involves all of the tools that facilitate the online conversation.

- a. Social marketing
- b. Social interaction
- c. Social media
- d. Social relations

ANS: C PTS: 1 REF: 54

19. The definition of a(n) “____” is a site built specifically to facilitate a user’s personal expression and interaction with others.

- a. social media site
- b. e-commerce site
- c. interactive site
- d. social relations site

ANS: A PTS: 1 REF: 54

20. ____ sites are based on the ability of users to communicate freely with friends, family and strangers.

- a. Social media
- b. Social networking
- c. Social branding
- d. Social connection

ANS: B PTS: 1 REF: 54

21. ____ Web sites include a variety of sites, reaching any number of different markets.

- a. Persuasive
- b. Marketing
- c. Conversational
- d. Informational

ANS: D PTS: 1 REF: 59

22. For larger, more commercial informational sites, the main revenue stream is ____.

- a. advertising
- b. product sales
- c. information sales
- d. market development

ANS: A PTS: 1 REF: 61

23. ____, a program developed by Adobe, has played a large role in the popularity of both online gaming and video sharing.

- a. Acrobat
- b. Dreamweaver
- c. Flash
- d. Shockwave

ANS: C PTS: 1 REF: 61

24. Perhaps more than any other type of site, ____ sites enjoy a particularly valuable quality: user retention per visit.
- a. informational
 - b. social media
 - c. government
 - d. entertainment

ANS: D PTS: 1 REF: 61

25. ____ sites are increasingly offering games that are either sponsored by a particular brand or created by them, with the product playing the central role.
- a. Marketing
 - b. Gaming
 - c. Branding
 - d. Advertising

ANS: B PTS: 1 REF: 62