

1) E-commerce is the buying and selling of goods and services over public and private computer networks.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 278

Topic: Q1

Skill: RECALL

2) Checking the weather on theweathernetwork.com or yahoo.ca is an example of e-commerce.

- a. True
- b. False

Answer: b

Diff: 1

Type: TF

Page Reference: 278

Topic: Q1

Skill: RECALL

3) Modern consumers often know more about a product or service than does the person facilitating the sale.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 278

Topic: Q1

Skill: RECALL

4) E-commerce may require interconnectedness of the entire ERP process.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 278

Topic: Q1

Skill: RECALL

5) When embarking on e-commerce, companies need not worry about customer security and privacy.

a. True

b. False

Answer: b

Type: TF

Page Reference: 279

Topic: Q1

6) Merchant companies take title to the goods they sell.

a. True

b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 279

Topic: Q1

Skill: RECALL

7) Nonmerchant companies take title to the goods they sell.

a. True

b. False

Answer: b

Diff: 1

Type: TF

Page Reference: 279

Topic: Q1

Skill: RECALL

8) Generally speaking, merchant companies include B2C, B2B and B2G enterprises.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 279

Topic: Q1

Skill: RECALL

9) B2C, or business-to-consumer engages in sales between a supplier and a retail customer.

- a. True
- b. False

Answer: b

Diff: 1

Type: TF

Page Reference: 279

Topic: Q1

Skill: RECALL

10) A manufacturer that sells office goods hardware to city hall over the internet is engaging in B2G commerce.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 279

Topic: Q1

Skill: APPLIED

11) Dell Computer engages in B2B, B2C and B2G online commerce.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 279

Topic: Q1

Skill: APPLIED

12) Online auctions such as e-Bay are the most common form of nonmerchant e-commerce.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 280

Topic: Q1

Skill: RECALL

13) Priceline.com is an example of an electronic exchange used by consumers.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 280

Topic: Q1

Skill: RECALL

14) Disintermediation is the elimination of sales taxes when selling on line.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 280

Topic: Q1

Skill: RECALL

15) Disintermediation can have the overall effect of increasing margins for manufacturers and lowering consumer prices.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 281

Topic: Q2

Skill: RECALL

16) E-commerce can be used to determine price elasticity.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 281

Topic: Q1

Skill: RECALL

17) Social Capital adds value in four ways: Information, Influence, Employment, Personal reinforcement.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 284

Topic: Q2

Skill: RECALL

18) You gain social capital by adding more friends to your network and strengthening relationships.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 285

Topic: Q2

Skill: RECALL

19) The people you know least can contribute the most to your network.

a. True

b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 286

Topic: Q2

Skill: RECALL

20) One advantage of IT is the ability to keep track of many more people and enhance personalization.

a. True

b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 288

Topic: Q2

Skill: RECALL

21) The Web 2.0 business model relies on software licensing to provide software as a service.

a. True

b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 289

Topic: Q3

Skill: RECALL

22) Web 2.0 applications need to be installed on the user's computer before the application can be used.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 289

Topic: Q3

Skill: RECALL

23) Advertising rates can be changed automatically hour by hour under Web 2.0 by using Google's AdWords.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 291

Topic: Q3

Skill: RECALL

24) When a user modifies Google's My Maps, this is a Web 2.0 feature called mashups.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 291

Topic: Q3

Skill: RECALL

25) It could be said that traditional web sites are about participation and Web 2.0 is about publishing.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 291

Topic: Q3

Skill: APPLIED

26) E-commerce can be defined as

- a. using google to find clothing.
- b. sending text advertising.
- c. a store that has a website.
- d. buying and selling over computer networks.
- e. online dating.

Answer: d

Diff: 1

Type: MC

Page Reference: 278

Topic: Q1

Skill: RECALL

27) When making a purchase, modern consumers are more likely to

- a. shop at a physical store.
- b. use a single information channel.
- c. know little about the product or service.
- d. know just as much about the product or service as the sales staff.
- e. require more help making a purchase decision.

Answer: d

Diff: 2

Type: MC

Page Reference: 278



Topic: Q1

Skill: RECALL

28) E-commerce is considered a(n) \_\_\_\_\_ of electronic business.

- a. necessity
- b. sub-set
- c. precursor
- d. cause
- e. irrelevant factor

Answer: b

Diff: 1

Type: MC

Page Reference: 278

Topic: Q1

Skill: RECALL

29) To be successful, e-commerce will likely require \_\_\_\_\_ of the entire enterprise resource planning process.

- a. showrooming
- b. interconnectedness
- c. dismantling
- d. conversion to SQL
- e. management understanding

Answer: b

Diff: 2

Type: MC

Page Reference: 278

Topic: Q1

Skill: RECALL

30) Organizations need to ensure that all aspects of the business operate smoothly before

- a. using an ERP application.
- b. hiring IT people.
- c. the enterprise management systems are securely connected to the internet.

- d. selling goods on line.
- e. the business opens.

Answer: c

Diff: 2

Type: MC

Page Reference: 278

Topic: Q1

Skill: RECALL

31) Merchant companies

- a. sell goods and services on consignment.
- b. act as clearing houses or exchanges.
- c. are a throwback to the 1800's.
- d. own the goods they sell.
- e. sell goods only to government.

Answer: d

Diff: 2

Type: MC

Page Reference: 279

Topic: Q1

Skill: RECALL

32) Nonmerchant companies

- a. usually don't need ERP applications.
- b. engage in disintermediation.
- c. arrange the sale of goods without actually owning the goods.
- d. sell services they own.
- e. do not deal with the public.

Answer: c

Diff: 2

Type: MC

Page Reference: 279

Topic: Q1

Skill: RECALL

- 33) Merchant companies usually consist of
- a. B2B, B2G, and C2C types of e-commerce.
  - b. B2B, B2G and B2C types of e-commerce
  - c. B2B, B2C and C2C types of e-commerce
  - d. B2C and C2C types of e-commerce
  - e. C2C and B2B types of e-commerce.

Answer: b

Diff: 2

Type: MC

Page Reference: 279

Topic: Q1

Skill: APPLIED

- 34) In the e-commerce realm, business to consumer applications first captured the attention of
- a. Revenue Canada
  - b. Dell Computer
  - c. mail-order businesses.
  - d. auction houses
  - e. the auto industry

Answer: c

Diff: 2

Type: MC

Page Reference: 279

Topic: Q1

Skill: RECALL

- 35) eBay.ca would be an example of
- a. B2C nonmerchant e-commerce
  - b. B2G merchant e-commerce

- c. B2B merchant e-commerce
- d. B2G merchant e-commerce
- e. B2G and B2B nonmerchant e-commerce

Answer: a

Diff: 3

Type: MC

Page Reference: 280

Topic: Q1

Skill: APPLIED

36) An e-commerce nonmerchant that provides goods and services at a stated price and arranges for delivery is known as

- a. data warehouse
- b. clearinghouse.
- c. agent
- d. B2B mediator
- e. reseller

Answer: b

Diff: 3

Type: MC

Page Reference: 280

Topic: Q1

Skill: RECALL

37) Electronic exchanges are web sites that

- a. sell goods and services at a large discount.
- b. match buyers and sellers.
- c. allow consumers to bid against one another online.
- d. provide information for a fee.
- e. store data from any person or business.

Answer: b

Diff: 2

Type: MC

Page Reference: 280

Topic: Q1

Skill: RECALL

38) Priceline.com is an example of a(n)

- a. cloud based storage service.
- b. ERP.
- c. electronic exchange.
- d. merchant company.
- e. price elasticity solution.

Answer: c

Diff: 2

Type: MC

Page Reference: 280

Topic: Q1

Skill: RECALL

39) Disintermediation occurs when

- a. a merchant becomes a nonmerchant.
- b. governments stop buying services on line.
- c. electronic exchanges fail to make a match.
- d. IT systems fail.
- e. a manufacturer sells directly to the end user.

Answer: e

Diff: 2

Type: MC

Page Reference: 280

Topic: Q1

Skill: RECALL

40) Surprisingly, disintermediation is giving way in some business models to re-intermediation. An example of this is

- a. Dell.ca
- b. google.ca
- c. Expert Systems
- d. travelocity.ca
- e. rbauction.com

Answer: d

Diff: 2

Type: MC

Page Reference: 281

Topic: Q1

Skill: RECALL

41) For the consumer, e-commerce improves the flow of

- a. price information
- b. database structures
- c. Business intelligence
- d. Social Capital
- e. Physical Capital

Answer: a

Diff: 1

Type: MC

Page Reference: 281

Topic: Q1

Skill: RECALL

42) For the vendor e-commerce produces new information about

- a. manufacturer's profits
- b. price elasticity
- c. disintermediation
- d. merchant companies
- e. nonmerchant companies

Answer: b

Diff: 1

Type: MC

Page Reference: 281

Topic: Q1

Skill: RECALL

43) Economic factors to be considered by vendors who want to engage in e-commerce include:

- a. increases in customer service, logistics and manufacturing expenses
- b. showrooming, lower taxation and customer service expenses
- c. increased competition and fewer customers
- d. channel conflict and lower logistics expenses
- e. showrooming and higher customer service expenses

Answer: e

Diff: 1

Type: MC

Page Reference: 282

Topic: Q1

Skill: RECALL

44) When Dell computers sells to a federal agency this is called

- a. C2C e-commerce
- b. B2G e-commerce
- c. C2G e-commerce
- d. B2B e-commerce
- e. Customer Relationship Management

Answer: b

Diff: 1

Type: MC

Page Reference: 279

Topic: Q1

Skill: RECALL

45) When a cottage owner rents her cottage to another person using kijiji.ca this is an example of

- a. G2G e-commerce.
- b. B2B e-commerce.
- c. C2C e-commerce.
- d. B2C e-commerce.
- e. B2G e-commerce.

Answer: c

Diff: 1

Type: MC

Page Reference: 279

Topic: Q1

Skill: RECALL

46) When a consumer looks at a product at a bricks and mortar store, then purchases the product on line this is called

- a. price conflict .
- b. online elasticity.
- c. merchant e-commerce.
- d. showrooming.
- e. channel conflict.

Answer: d

Diff: 1

Type: MC

Page Reference: 282

Topic: Q1

Skill: RECALL

47) Future Shop mitigates showrooming by

- a. not having products in the store that can be purchased online at other stores.
- b. using high pressure sales tactics in the store.
- c. discouraging customers from taking pictures of goods.



- d. Online record processing.
- e. Encouraging customers to browse in person and buy online.

Answer: e

Diff: 2

Type: MC

Page Reference: 283

Topic: Q1

Skill: RECALL

48) According to Nan Lin, social capital is created by

- a. investing in social relations with the expectations of returns in the marketplace.
- b. the opening up of a twitter account by a company.
- c. doing a speech for your department meeting.
- d. using email to contact your acquaintances.
- e. any online activity that involves networking.

Answer: a

Diff: 2

Type: MC

Page Reference: 284

Topic: Q2

Skill: RECALL

49) According to Lin, social capital adds value in these ways:

- a. provides information, gives opportunity to influence, lends social credential, reinforces image.
- b. increased customer feedback, more effective CRM systems, lower customer acquisition costs.
- c. greater employee engagement, better long range planning.
- d. more opportunity to influence, more effective CRM, increased customer feedback in B2C situations.
- e. increased human capital, lower costs for physical capital, reduced supplier power.

Answer: a

Diff: 2

Type: MC

Page Reference: 284

Topic: Q2

Skill: RECALL

50) More opportunities to influence and reinforced image and position are benefits to increase

- a. social capital.
- b. advertising.
- c. value chain management.
- d. data-mining.
- e. information flow

Answer: a

Diff: 2

Type: MC

Page Reference: 284

Topic: Q2

Skill: RECALL

51) The value of a social capital varies depending on a network's

- a. number of relationships, the strength of those relationships and the resources controlled.
- b. average age of the members, the interests of the network and the physical location of members.
- c. relationship strengths, the physical location of members, the age of the members.
- d. the resources controlled by the network, the age of members, and interests of members
- e. group analysis of members, strength of relationships, numbers of members.

Answer: a

Diff: 3

Type: MC

Page Reference: 284

Topic: Q2

Skill: RECALL

52) Contrary to common thinking, network theory suggests that \_\_\_\_\_ contributes the most to the growth of social networks.

- a. strong relationships
- b. better credentials
- c. “frenemies”
- d. weak relationships
- e. high school relationships

Answer: d

Diff: 2

Type: MC

Page Reference: 285

Topic: Q2

Skill: APPLIED

53) When it comes to social networks, if a company hires sales people, has a strong customer support system, and engages in public relations, the company is building

- a. a strong brand.
- b. word of mouth.
- c. social capital.
- d. sales leads.
- e. customer loyalty.

Answer: c

Diff: 2

Type: MC

Page Reference: 286

Topic: Q2

Skill: APPLIED

54) Information systems impact social networking by

- a. letting us see people with the same qualifications within a company.
- b. improving search capabilities and reducing the trade-off between richness and reach.
- c. allowing people to find class reunions, meetings, and jobs.
- d. being available 24 hours a day for important contacts.
- e. strengthening weak ties.

Answer: b

Diff: 3

Type: MC

Page Reference: 288

Topic: Q2

Skill: RECALL

55) The term Web 2.0 was first popularized by

- a. Tim O'Reilly
- b. Bill Gates.
- c. Larry Ellison.
- d. Andrew Gemino.
- e. Warren Buffet.

Answer: a

Diff: 2

Type: MC

Page Reference: 288

Topic: Q3

Skill: RECALL

56) Web 2.0 relies on \_\_\_\_\_ to drive revenues

- a. video sales
- b. software licensing
- c. information storage
- d. advertising
- e. .mpg sales

Answer: d

Diff: 2

Type: MC

Page Reference: 288

Topic: Q3

Skill: RECALL

57) \_\_\_\_\_ are companies that exemplify Web 2.0.

- a. Google, Microsoft and Oracle
- b. Microsoft, Intuit, and Youtube
- c. Microsoft, Sage and Intel
- d. Sage, Oracle and Java
- e. Google, Amazon and eBay

Answer: e

Diff: 1

Type: MC

Page Reference: 288

Topic: Q3

Skill: RECALL

58) Web 2.0 applications are

- a. installed on users' computers.
- b. installed on users' networks.
- c. installed on users' computers and networks.
- d. thin clients.
- e. seldom updated.

Answer: d

Diff: 1

Type: MC

Page Reference: 289

Topic: Q3

Skill: RECALL

59) On some websites, users can give each other customer support or even participate in the creation of solutions, designs and products. This phenomenon is called

- a. the web 2.0 solver effect.
- b. group processing.
- c. crowdsourcing.
- d. parallel processing.
- e. real-time marketing

Answer: c

Diff: 2

Type: MC

Page Reference: 290

Topic: Q3

Skill: RECALL

60) Crowdsourcing combines \_\_\_\_\_, viral marketing, and open-source design.

- a. thin clients
- b. social networking
- c. ERP
- d. mashups
- e. licensed software

Answer: b

Diff: 2

Type: MC

Page Reference: 289

Topic: Q3

Skill: RECALL

61) The result of combining outputs from two or more websites is called

- a. crowdsourcing
- b. social networking
- c. B2C e-commerce
- d. data parsing
- e. a mashup

Answer: e

Diff: 2

Type: MC

Page Reference: 290

Topic: Q3

Skill: RECALL

62) With Web 2.0 advertising rates can be changed

- a. hour by hour.
- b. weekly.
- c. monthly.
- d. every two months.
- e. when the contract is renewed.

Answer: a

Diff: 1

Type: MC

Page Reference: 291

Topic: Q3

Skill: RECALL

63) With per click advertising the advertiser only has to pay the host site when

- a. the customer buys something.
- b. the customer lands on the host site page.
- c. the customer asks a question.
- d. the customer reads the advertisement.
- e. the customer clicks on the link.

Answer: e

Diff: 2

Type: MC

Page Reference: 291

Topic: Q3

Skill: RECALL

64) AdSense and other similar services use the host organization's \_\_\_\_\_ to insert matching ads.

- a. postal code
- b. phone number
- c. name
- d. home city
- e. site content

Answer: e

Diff: 1

Type: MC

Page Reference: 291

Topic: Q3

Skill: RECALL

65) Google's My Maps is an example of a(n)

- a. pay per use application.
- b. mashup application.
- c. user downloaded database.
- d. social network
- e. weak relationship

Answer: b

Diff: 1

Type: MC

Page Reference: 291

Topic: Q3

Skill: RECALL

66) What Web 3.0 will look like and do is pretty much

- a. unpredictable.
- b. a function of internet speed.
- c. going to rest with google.
- d. already done by Facebook.
- e. up to nonmerchant companies.

Answer: a

Diff: 2

Type: MC

Page Reference: 291

Topic: Q4

Skill: RECALL



67) By using trackmypizza.com Domino's has had a(n) \_\_\_\_\_ increase in online orders.

- a. 18%
- b. \$2.00
- c. 36%
- d. 100%
- e. 200%

Answer: d

Diff: 1

Type: MC

Page Reference: 293

Topic: Q4

Skill: RECALL

68) Under Web 2.0 information systems that deal with \_\_\_\_\_ still require some level of control.

- a. AdSense
- b. social networks
- c. pizza delivery
- d. financial or material assets
- e. placing data into a data warehouse

Answer: d

Diff: 2

Type: MC

Page Reference: 292

Topic: Q3

Skill: RECALL

69) Advertisers can actually purchase search words from Google by using

- a. AdWords.
- b. SEO optimization.
- c. social networks.
- d. mashups.
- e. crowdsourcing.

Answer: a

Diff: 2

Type: MC

Page Reference: 290

Topic: Q3

Skill: RECALL

70) Viral marketing is the term used when

- a. news is spread by repeated sending of a message from one person to others who repeat the cycle.
- b. users get tired of the message.
- c. an ad campaign increases sales less than 2%.
- d. an ad pops up when the user goes to a new web page.
- e. drug companies advertise cold medicine.

Answer: a

Diff: 2

Type: MC

Page Reference: 289

Topic: Q3

Skill: RECALL

71) Channel conflict, increased logistics expense, and showrooming are all possible drawbacks of

- a. e-commerce.
- b. social networking.
- c. licensed software.
- d. having a big store.
- e. price elasticity.

Answer: a

Diff: 2

Type: MC

Page Reference: 280

Topic: Q1

Skill: RECALL

72) Business literature defines \_\_\_\_\_ types of capital.

- a. 2
- b. 3
- c. 4
- d. 5
- e. 6

Answer: b

Diff: 1

Type: MC

Page Reference: 284

Topic: Q2

Skill: RECALL

73) Compared to traditional processing, Web 2.0 processing is characterized by

- a. software as a product, extensive advertising and publishing.
- b. controlled, fixed interface, viral marketing and software as a free service.
- c. viral marketing, software as a free service, mashups encouraged.
- d. product value fixed, user participation, software as a product.
- e. publishing, organic interfaces, value increases with more users.

Answer: c

Diff: 3

Type: MC

Page Reference: 287

Topic: Q3

Skill: RECALL

74) Compared to Web 2.0 processing, traditional processing is characterized by

- a. software as a product, extensive advertising and user participation.
- b. controlled, fixed interface, product value fixed, software as a product.
- c. viral marketing, software as a free service, mashups encouraged.
- d. product value fixed, user participation, software as a product.

e. publishing, organic interfaces, value increases with more users.

Answer: b

Diff: 3

Type: MC

Page Reference: 288

Topic: Q3

Skill: RECALL

75) If a web sites value increases with the number of users and the amount of use, this is a Web 2.0 characteristic called

- a. the bigger is better effect.
- b. the mirage effect.
- c. the network effect.
- d. the Amazon effect.
- e. the Google effect.

Answer: c

Diff: 3

Type: MC

Page Reference: 289

Topic: Q3

Skill: RECALL

76) E-commerce is the buying and selling of goods and services over public and private computer networks.

Diff: 2

Type: FIB

Page Reference: 278

Topic: Q1

Skill: RECALL

77) Merchant companies take title to the goods they sell.

Diff: 2

Type: FIB

Page Reference: 279

Topic: Q1

Skill: RECALL

78) Nonmerchant companies do not take title to the goods they sell.

Diff: 2  
Type: FIB  
Page Reference: 279  
Topic: Q1  
Skill: RECALL

79) Online auctions such as eBay are the most common form of nonmerchant commerce.

Diff: 2  
Type: FIB  
Page Reference: 280  
Topic: Q1  
Skill: RECALL

80) Disintermediation is the elimination intermediaries between vendors and buyers.

Diff:  
Type: FIB  
Page Reference: 280  
Topic: Q1  
Skill: RECALL

81) When a user modifies Google's My Maps, this is a Web 2.0 feature called Mashups.

Diff: 2  
Type: FIB  
Page Reference: 291  
Topic: Q3  
Skill: RECALL

82) E-commerce can be used to determine price elasticity.

Diff: 1  
Type: FIB  
Page Reference: 281  
Topic: Q1  
Skill: RECALL

83) B2C e-commerce concerns sales between a supplier and a retail customer or consumer.

Diff: 2  
Type: FIB  
Page Reference: 279  
Topic: Q1  
Skill: RECALL

84) An e-commerce nonmerchant that provides goods and services at a stated price and arranges for delivery is known as a clearinghouse.

Diff: 2  
Type: FIB

Page Reference: 280

Topic: Q1

Skill: RECALL

85) Showrooming occurs when a customer explores a product in a physical store then purchases the product on the internet.

Diff: 2

Type: FIB

Page Reference: 283

Topic: Q1

Skill: RECALL

86) If a manufacturer decides to sell online and the retailer loses business as a result, this is called channel conflict.

Diff: 1

Type: FIB

Page Reference: 282

Topic: Q1

Skill: RECALL

87) Electronic exchanges make money by connecting buyers and sellers over the internet and taking a commission from the seller.

Diff: 3

Type: FIB

Page Reference: 280

Topic: Q1

Skill: RECALL

88) B2B e-commerce refers to sales between companies.

Diff: 2

Type: FIB

Page Reference: 279

Topic: Q1

Skill: RECALL

89) There are three main types of merchant companies: 1) those that sell directly to consumers; 2) those that sell to companies and; 3) those that sell to government.

Diff: 2

Type: FIB

Page Reference: 279

Topic: Q1

Skill: RECALL

90) The number of companies engaged in B2B and B2G commerce far exceeds those engaging in B2C commerce.

Diff: 3

Type: FIB  
Page Reference: 279  
Topic: Q1  
Skill: RECALL

91) Online auctions are considered to be nonmerchant e-commerce companies.

Diff: 2  
Type: FIB  
Page Reference: 280  
Topic: Q1  
Skill: APPLIED

92) When a manufacturer decides to sell goods directly online, and “cuts out the middleman”, the manufacturer will likely see an increase in logistics and customer service costs.

Diff: 2  
Type: FIB  
Page Reference: 282  
Topic: Q1  
Skill: APPLIED

93) Social capital is the investment in social relations with the expectation of returns in the marketplace.

Diff: 2  
Type: FIB  
Page Reference: 10  
Topic: Q3  
Skill: RECALL

94) human capital is the investment in human knowledge and skills for future profit.

Diff: 2  
Type: FIB  
Page Reference: 284  
Topic: Q2  
Skill: RECALL

95) Social capital adds value by providing information, increasing opportunity to influence, increasing social credentials, and reinforcing professional image.

Diff: 2  
Type: FIB  
Page Reference: 284  
Topic: Q2  
Skill: RECALL

96) weak relationships contribute most to the growth of social networks.

Diff: 2

Type: FIB  
Page Reference: 285  
Topic: Q2  
Skill: RECALL

97) Web 2.0 applications do not require an installation on the users' computers. This type of program is called a thin client.

Diff: 2  
Type: FIB  
Page Reference: 289  
Topic: Q3  
Skill: RECALL

98) More opportunities to influence and reinforced image and position are benefits of increased social capital.

Diff: 3  
Type: FIB  
Page Reference: 384  
Topic: Q2  
Skill: APPLIED

99) Software as a free service is a characteristic of Web 2.0.

Diff: 2  
Type: FIB  
Page Reference: 288  
Topic: Q3  
Skill: RECALL

100) One friend sending a message to many friends who in turn send that message to more friends is a phenomenon known as viral marketing.

Diff: 2  
Type: FIB  
Page Reference: 289  
Topic: Q3  
Skill: RECALL

101) Explain the difference between merchant and nonmerchant companies and give an example of each.

Answer:

Diff: 3  
Type: ES  
Page Reference: 279



Topic: Q1

Skill: APPLIED

102) List 5 issues facing manufacturers who wish to start selling directly to consumers via e-commerce.

Answer:

Diff: 3

Type: ES

Page Reference: 282

Topic: Q1, Q2

Skill: RECALL

103) What is showrooming and what is the danger of showrooming to retailers?

Answer:

Diff: 2

Type: ES

Page Reference: 283

Topic: Q1

Skill: RECALL

104) What is social capital and how does it add value for the individual?

Answer:

Diff: 3

Type: ES

Page Reference: 284

Topic: Q2

Skill: RECALL

105) Using specific examples, describe how social networks add value to business.

Answer:

Diff: 3

Type: ES

Page Reference: 286

Topic: Q2

Skill: APPLIED

106) What specific benefits does IS and IT bring to social networking.

Answer:

Diff: 2

Type: ES

Page Reference: 287

Topic: Q2

Skill: APPLIED

107) List 5 characteristics that differ between Web 2.0 to the “traditional” internet. Give your own definition of Web 2.0.

Answer:

Diff: 3

Type: ES

Page Reference: 288

Topic: Q3

Skill: APPLIED

108) What is a mashup? Give an example of a mashup.

Answer:

Diff: 2

Type: ES

Page Reference: 291

Topic: Q3

Skill: RECALL

109) Describe the term “network effects” and give two instances where network effects are important to business.

Answer:

Diff: 3

Type: ES

Page Reference: 289

Topic: Q3

Skill: APPLIED

110) Give three examples of how Web 2.0 advertising is more beneficial to companies advertising on the internet compared to traditional internet advertising techniques.

Answer:

Diff: 3

Type: ES

Page Reference: 291

Topic: Q3

Skill: APPLIED