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E-Commerce, Social Networking and Web 2.0 (week 10) ► Chapter 9 E-MIS

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**Grade** 24.00 out of 24.00 (100%)

**Question 1**

Correct

Mark 1.00 out of  
1.00

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

Select one:

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

**Question 2**

Correct

Mark 1.00 out of  
1.00

Advertisers can actually purchase search words from Google by using

Select one:

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

**Question 3**

Correct

Mark 1.00 out of  
1.00

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

Select one:

- ☐ a. Google, Microsoft and Oracle
- ☒ b. Google, Amazon and eBay ✓
- ☐ c. Microsoft, Intuit, and YouTube
- ☐ d. Microsoft, Sage and Intel
- ☐ e. Sage, Oracle and Java

**Question 4**

Correct

Mark 1.00 out of  
1.00

By using Track My Pizza, Domino's has had a 🍕 \_\_\_\_\_ increase in online orders.

Select one:

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

**Question 5**

Correct

Mark 1.00 out of  
1.00

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

Select one:

- ☒ a. ecommerce. ✓
- ☐ b. having a big store.
- ☐ c. price elasticity.
- ☐ d. licensed software.
- ☐ e. social networking.

**Question 6**

Correct

Mark 1.00 out of 1.00

Compared to traditional processing, Web 2.0 processing is characterized by

Select one:

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

**Question 7**

Correct

Mark 1.00 out of 1.00

Disintermediation occurs when

Select one:

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

**Question 8**

Correct

Mark 1.00 out of 1.00

eBay.ca would be an example of

Select one:

- ☐ a. B2G merchant ecommerce.
- ☒ b. B2C nonmerchant ecommerce. ✓
- ☐ c. B2C merchant ecommerce.
- ☐ d. B2B merchant ecommerce.
- ☐ e. B2G and B2B nonmerchant ecommerce.

**Question 9**

Correct

Mark 1.00 out of 1.00

Economic factors to be considered by vendors who want to engage in ecommerce include

Select one:

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

**Question 10**

Correct

Mark 1.00 out of 1.00

Electronic exchanges are web sites that

Select one:

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

**Question 11**

Correct

Mark 1.00 out of 1.00

For the consumer, ecommerce improves the flow of

Select one:

- ☐ a. physical capital.
- ☐ b. business intelligence.
- ☐ c. social capital.
- ☒ d. price information. ✓
- ☐ e. database structures.

**Question 12**

Correct

Mark 1.00 out of 1.00

Future Shop mitigates showrooming by

Select one:

- ☐ a. using high pressure sales tactics in the store.
- ☐ b. Online record processing.
- ☐ c. not having products in the store that can be purchased online at other stores.
- ☒ d. Encouraging customers to browse in person and buy online. ✓
- ☐ e. discouraging customers from taking pictures of goods.

**Question 13**

Correct

Mark 1.00 out of 1.00

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

Select one:

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

**Question 14**

Correct

Mark 1.00 out of 1.00

Merchant companies

Select one:

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

**Question 15**

Correct

Mark 1.00 out of  
1.00

Merchant companies usually consist of

Select one:

- ☐ a. B2B, B2G, and C2C types of ecommerce.
- ☐ b. C2C and B2B types of ecommerce.
- ☐ c. B2B, B2C and C2C types of ecommerce.
- ☒ d. B2B, B2G and B2C types of ecommerce. ✓
- ☐ e. B2C and C2C types of ecommerce.

**Question 16**

Correct

Mark 1.00 out of  
1.00

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

Select one:

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

**Question 17**

Correct

Mark 1.00 out of  
1.00

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

Select one:

- ☐ a. social networking.
- ☐ b. B2C ecommerce.
- ☐ c. data parsing.
- ☒ d. a mashup. ✓
- ☐ e. crowdsourcing.

**Question 18**

Correct

Mark 1.00 out of 1.00

The term Web 2.0 was first popularized by

Select one:

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

**Question 19**

Correct

Mark 1.00 out of 1.00

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

Select one:

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

**Question 20**

Correct

Mark 1.00 out of 1.00

To be successful, ecommerce will likely require \_\_\_\_\_ of the entire enterprise resource planning process.

Select one:

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

**Question 21**

Correct

Mark 1.00 out of 1.00

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

Select one:

- ☐ a. B2C ecommerce.
- ☐ b. B2B ecommerce.
- ☒ c. C2C ecommerce. ✓
- ☐ d. B2G ecommerce.
- ☐ e. G2G ecommerce.

**Question 22**

Correct

Mark 1.00 out of 1.00

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

Select one:

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

**Question 23**

Correct

Mark 1.00 out of 1.00

When making a purchase, modern consumers are more likely to

Select one:

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



**Question 24**

Correct

Mark 1.00 out of  
1.00

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

Select one:

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