* 1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | All of the following can be considered a precursor to e-commerce *except*: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  DNS. | | Answers: | Correct  DNS. | |  | Baxter Healthcare's remote order entry system. | |  | the French Minitel. | |  | Electronic Data Interchange. | |  |  |  |

* **Question 2**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Approximately what percentage of dot-com companies formed since 1995 survived as independent companies in 2012? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  10 | | Answers: | Correct  10 | |  | 20 | |  | 30 | |  | 40 | |  |  |  |

* **Question 3**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | By what year is the United States Internet household penetration rate likely to reach the current level of cable television penetration? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  2015 | | Answers: | Correct  2015 | |  | 2018 | |  | 2022 | |  | It has already reached the level of cable television penetration. | |  |  |  |

* **Question 4**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | E-commerce can be said to have begun in: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  1995. | | Answers: | 1983. | |  | 1985. | |  | Correct  1995. | |  | 2001. | |  |  |  |

* **Question 5**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | In 2012, the world's online population was roughly: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  2.3 billion. | | Answers: | 230 million. | |  | Correct  2.3 billion. | |  | 23 billion. | |  | 230 billion. | |  |  |  |

* **Question 6**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | In the "bow-tie" analogy of the structure of the Web, "tendrils" are: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  pages that neither link to nor are linked from the center. | | Answers: | pages that link to the center, but which are not linked to from the center. | |  | Correct  pages that neither link to nor are linked from the center. | |  | pages that do not link to the center, but are linked to from the center. | |  | pages that link to one another without passing through the center. | |  |  |  |

* **Question 7**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Network externalities are related to which of the following features of e-commerce technology? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  universal standards | | Answers: | richness | |  | interactivity | |  | Correct  universal standards | |  | information density | |  |  |  |

* **Question 8**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | The early years of e-commerce are considered: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  a stunning technological success as the Internet and the Web increased from a few thousand to billions of e-commerce transactions per year. | | Answers: | the most promising time in history for the successful implementation of first mover advantages. | |  | an economist's dream come true, where for a brief time consumers had access to all relevant market information and transaction costs plummeted. | |  | Correct  a stunning technological success as the Internet and the Web increased from a few thousand to billions of e-commerce transactions per year. | |  | a dramatic business success as 85% of dot-coms formed since 1995 became flourishing businesses. | |  |  |  |

* **Question 9**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | Which of the following describes the basic Web policy of large firms during the period of invention? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  integrate social networking and mobile platform with Web site marketing | | Answers: | integrate social networking and mobile platform with Web site marketing | |  | use Web to connect with suppliers | |  | include additional channels to market products | |  | Correct  maintain a basic, static Web site | |  |  |  |

* **Question 10**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is the best definition of transaction cost? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  the cost of participating in a market | | Answers: | the cost of changing prices | |  | Correct  the cost of participating in a market | |  | the cost of finding suitable products | |  | the cost merchants pay to bring their goods to market | |  |  |  |