* 1 out of 1 points

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| --- | --- |
|  |  |
| 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

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| --- | --- |
|  |  |
| 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

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| --- | --- |
|  |  |
| 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

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|  |  |
| 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

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|  |  |
| 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

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| --- | --- |
|  |  |
| 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 |

 |  |  |  |