week 10 quiz

Question1

**Which of the following was a primary feature of early online communities?**

chat

network discovery

widgets

message boards

Question 2

**Facebook is an example of a(n):**

affinity community/social network.

general community/social network.

practice network.

Question 3

**Which social network functionality allows users to easily post messages to the entire community?**

message board

chat

instant messaging

e-mail

Question 4

1

**The fact that participating in an Internet auction means that you will need to purchase a computer, learn to use it, and pay for Internet access, is an example of \_\_\_\_\_\_\_\_ costs.**

equipment

fulfillment

delayed consumption

monitoring

Question 5

A **market that has many sellers and one or few buyers is likely to be:**

market neutral.

seller-biased.

buyer-biased.

both seller- and buyer-biased.

Question 6

**When there are few sellers but many buyers, a market will typically be:**

neutral (dominated by negotiation).

seller-biased.

buyer-biased.

neutral, in the manner of a stock exchange.

Question 7

**Which of the following is not one of the three defining characteristics of a portal?**

commerce

content

auctions

navigation of the Web

Question 8

**The world's leading portal/search engine site, in terms of unique visitors, is:**

Yahoo.

MSN/Bing.

AOL.

Google.

Question 9

**Portals compete with one another on:**

search engine speed and results.

reach and unique visitors.

unique visitors and search engine speed.

reach and depth.

Question 10

**Which of the following is not one of the typical portal revenue sources**?

commissions on sales

subscription fees

tenancy deals

referral fees