

## QCM 3 – Free & Marketing Systems

1. What do economists call a non-monetary market? (UCQ) [OK]
  - Anything with a non-monetary value
  - A place where goods and services are exchanged on a barter principal
  - A place where Supply is anything given away ✓
  - A place where Supply and Demand meet
2. In a market place, sharing enhances (MCQ) [OK]
  - expression ✓
  - reputation ✓
  - fun ✓
  - self interest ✓
  - satisfaction ✓
  - good karma ✓
3. In a non-monetary market, costs should be close to nothing (UCQ) [OK]
  - True
  - False ✓
4. How do members enhance «self-interest» when participating in a non-monetary market? (UCQ) [CHECK]
  - They supply services and products to users in need for instance of training and customization ✓
  - They demand services and products from users supplying training and customization
5. Based on the Drupal example, which are the main sources of financing for an organization willing to create a non-monetary market around its core product? (MCQ) [OK]
  - Selling of web development services
  - Selling of training material and courses ✓
  - Selling of tickets to events ✓
  - Donations ✓
6. What is (are) the recurring challenge(s) specific to an organization operating as a non-monetary market? (MCQ) [CHECK]
  - To continuously recruit new members ✓
  - To develop the project ✓
  - To use legal work to protect the community ✓
  - To use legal work to protect the project ✓
  - To provide on-going training to its key members ✓
7. In a Direct Cross Subsidy market, a product is sold at a low price to... (MCQ) [OK]
  - stimulate sales volumes for the product ✓
  - lessen manufacturing costs
  - stimulate other profitable sales
  - improve the distribution network
8. Because value is the subjective worth of something, what becomes the challenge in a direct cross-subsidy market? (MCQ) [OK]
  - To identify the products to bundle ✓

- To identify the potential customers
- To determine the value that can be captured
- To measure how many products to give out

9. In the indirect network resulting from the direct cross-subsidy market, what do all actors do? (MCQ) [OK]

- They buy from the suppliers ✓
- They sell to the end-users
- They contribute to the network ✓
- They benefit from the network ✓
- They promote within the network ✓

10. What do economists call a «two-sided market»? (UCQ) [OK]

- A place where the products for sale are within easy reach
- A place where payment is made easy
- A place where two distinct user groups support each other ✓
- A place where demand comes first
- A place where supply comes first

11. What does a multistep process engender in a two sided-market? (UCQ) [OK]

- Indirect network effects ✓
- Direct sales
- Logistical overhead
- Direct network effects
- Indirect sales
- Logistical efficiency

12. When adopting a Freemium business model, the user base should be at least in the tens of millions. (UCQ) [OK]

- True
- False ✓

13. When free becomes the standard in a market, old school marketing techniques become indispensable? (UCQ) [OK]

- True ✓
- False