# QCM 3 – Free & Marketing Systems

1. What do economists call a non-monetary market? (**U**CQ) **[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

1. In a market place, sharing enhances (**M**CQ) **[OK]**

* expression **✓**
* reputation **✓**
* fun **✓**
* self interest **✓**
* satisfaction **✓**
* good karma **✓**

1. In a non-monetary market, costs should be close to nothing (**U**CQ) **[OK]**

* True
* False **✓**

1. How do members enhance «self-interest» when participating in a non-monetary market? (**U**CQ) **[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

1. 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? (**M**CQ) **[OK]**

* Selling of web development services
* Selling of training material and courses **✓**
* Selling of tickets to events **✓**
* Donations **✓**

1. What is (are) the recurring challenge(s) specific to an organization operating as a non-monetary market? (**M**CQ) **[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 **✓**

1. In a Direct Cross Subsidy market, a product is sold at a low price to... (**M**CQ) **[OK]**

* stimulate sales volumes for the product **✓**
* lessen manufacturing costs
* stimulate other profitable sales
* improve the distribution network

1. Because value is the subjective worth of something, what becomes the challenge in a direct cross-subsidy market? (**M**CQ) **[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

1. In the indirect network resulting from the direct cross-subsidy market, what do all actors do? (**M**CQ) **[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 **✓**

1. What do economists call a «two-sided market»? (**U**CQ) **[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

1. What does a multistep process engender in a two sided-market? (**U**CQ) **[OK]**

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

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

* True
* False ✓

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

* True **✓**
* False