FROM: **Kidong Kim ‘hyo05065@berkeley.edu’**

TO: “Prof. Villegas” [ProfessorVillegas@gmail.com](mailto:ProfessorVillegas@gmail.com)

DATE: 3 May 2019

RE: CIS 234e – Text A, Electronic Commerce – TRUE/FALSE Questions

Chapter 6 ~ Social Networking, Mobile Commerce, and Online Auctions

Description: festline

**INSTRUCTIONS: See Key Terms and Review Questions at the end of the Chapters**

**ENTER your Answers below. Email to Prof. Villegas by due date.**

**TRUE/FALSE (Mark T for True and F for False)**

**\_\_\_\_\_\_ 1. Sites that monetize visitors by charging them are unconcerned about visitor backlash.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 2. Cricket Jr. was a mobile operating system software written by David Eccles in 1997.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 3. A growing number of large organizations have built internal Web sites that provide opportunities for online social networking among their employees.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 4. Visitors spend a greater amount of time at portal sites than they do at most other types of Web sites, which is attractive to advertisers.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 5. In sealed-bid auctions, bidders share information with each other.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 6. Virtual communities began online after the Internet was in general use.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 7. The general idea behind many social networking sites is that people are invited to join by existing members who think they would be valuable additions to the community.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 8. Sniping software observes auction progress until the last second or two of the auction clock.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 9. The most successful consumer auction Web site today is eBay.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 10. Many colleges and universities now offer courses that use distance learning platforms such as Blackboard for student-instructor interaction.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 11. The lock-in effect makes the task of creating alternative successful general consumer Web sites much easier.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 12. The most common third-party operating systems today are Apple iOS and BlackBerry 10.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 13. In-person meetings arranged by people over social networking sites are called meetups.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 14. One of the first social shopping sites was craigslist, an information resource for San Francisco area residents that was created in 1995 by WELL member Craig Newmark.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 15. Phone manufacturers depended on third-party operating system software in the past but are now creating their own operating systems.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 16. The act of placing a winning bid at the last second is called a lock-in.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 17. In industries where there is a high degree of competition among suppliers, reverse auctions can be an efficient way to conduct and manage the price bidding that would naturally occur in that market.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 18. In the second wave of electronic commerce, the Internet had become simply a tool that enabled communication among virtual community members.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 19. The 2008 U.S. elections saw the first major use of blogs as a political networking tool.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 20. In a double auction, buyers and sellers each submit combined price-quantity bids to an auctioneer.**

**a. True**

**b. False**

Description: festline

**ANSWER KEY for Chapter 6 – True/False Review Questions**

**1. False 2. False 3. True 4. True 5. False**

**6. False 7. True 8. True 9. True 10. True**

**11. False 12. False 13. True 14. True 15. False**

**16. False 17. True 18. True 19. False 20. True**

Description: festline