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DATE: 3 May 2019

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

Chapter 3 ~ SELLING on the Web

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. The Internet is not a mass medium, even though a large number of people now use it and many companies seem to view their Web sites as billboards or broadcasts.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 2. Web catalog retailers typically refrain from having return policies on unused merchandise.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 3. Business-to-business sellers are passive adopters of the Web catalog model.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 4. The advertising-supported revenue model is the one used by broadcast network television in the United States.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 5. When customers buy a product, they are also buying the service element included with that product.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 6. Companies using a digital content revenue model sell rights to access the information they own.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 7. Advertisers pay less to have their ad appear near a discussion of a technology related to their product or on a page that reviews the product.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 8. Web companies with unprofitable growth phases for long durations retained their revenue models to grow successfully.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 9. Many classified advertising sites generate substantial revenue, replacing newspapers’ historical role as the primary carrier of classified ads.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 10. On Web sites that use the advertising-subscription revenue model, subscribers are typically subjected to much more advertising than they are on sites supported completely by advertising.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 11. In the fee-for-service model, the fee is based on the number or size of transactions the service providers process.**

**a. True**

**b. False**

**12. People spend less time at a sticky Web site and are thus, exposed to very little advertising.**

**a. True**

**b. False**

**13. A good Web site design can provide many image creation and image enhancing features very effectively—it can serve as a sales brochure, a product showroom, a financial report, an employment ad, and a customer contact point.**

**a. True**

**b. False**

**14. Most successful advertising on the Web is targeted at specific groups.**

**a. True**

**b. False**

**15. The Web provides a way for technical content developers to reach retail customers.**

**a. True**

**b. False**

**16. Publishers do not experience sales losses as a result of online distribution.**

**a. True**

**b. False**

**17. Although online banks let customers pay their bills electronically, most customers still receive their bills in the mail.**

**a. True**

**b. False**

**18. Companies can adapt their catalog revenue model online by replacing or supplementing their print catalogs with information on their Web sites.**

**a. True**

**b. False**

**19. An organization's Web presence is of lesser importance than its presence in the physical world.**

**a. True**

**b. False**

**20. Companies that have existing sales outlets and distribution networks often worry that their Web sites will take away sales from those outlets and networks.**

**a. True**

**b. False**

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