

50%
CORRECT
100.0 Points

Part 1 of 1 -

Question 1 of 20

Which is NOT an Internet-related benefit for business researchers?

- ☐ A. The ability to gather related information across a wide array of sources
- ☒ B. The ability to rely on a single data source
- ☐ C. The ability to upgrade knowledge bases rapidly
- ☐ D. The ability to use Internet technology to integrate the results of market research with decision-making processes

VERIFY AND
FIND 5.0 Points

MISTAKES -

* MARK CHANGES
IN YELLOW.

Question 2 of 20

5.0 Points

Internet business research activities and benefits are generally:

- ☒ A. profit-oriented.
- ☐ B. news-oriented.
- ☐ C. problem-oriented.
- ☐ D. intelligence-oriented.

Question 3 of 20

5.0 Points

Which of the following is an internal data source?

- ☒ A. A customer service report
- ☐ B. An online survey
- ☐ C. A database of competitor profiles
- ☐ D. A list of industry patents

Question 4 of 20

5.0 Points

The Internet's role in developing internal and external data sources includes:

- ☐ A. providing its own input.
- ☐ B. making decisions based on its output.
- ☐ C. interpreting the information it receives.
- ☒ D. collecting, organizing, and storing data and information.

Question 5 of 20

5.0 Points

The first stage in the business research process is:

- ☐ A. data collection.
- ☐ B. plan development.
- ☐ C. diagnostic.
- ☒ D. defining the question.

Question 6 of 20

5.0 Points

The first purchase momentum is calculated during the _____ stage.

- ☐ A. diagnostic
- ☒ B. data collection
- ☐ C. data analysis
- ☐ D. plan development

Question 7 of 20

5.0 Points

The complexity of the data on the Internet and the fast pace of online commercial activity have made which of the following decisions regarding the business research framework valuable?

- ☐ A. Gathering primary data over secondary data
- ☐ B. Conducting qualitative research instead of quantitative
- ☐ C. Having an outside research firm conduct the research instead of conducting it within the company
- ☒ D. Relying more on internal data sources than external

Question 8 of 20

5.0 Points

_____ is the use of often-sophisticated software tools to elicit patterns and impose order on sets of information.

- ☐ A. Sampling
- ☒ B. Web analytics software
- ☐ C. Listserv
- ☐ D. Data mining

Question 9 of 20

5.0 Points

In the Runkel and McGrath framework, Internet-based data are classified according to:

- ☐ A. whether they are descriptive, diagnostic, or predictive.
- ☒ B. whether they are primary or secondary.
- ☐ C. whether the source of the data was aware and who collected the data
- ☐ D. whether the data was collected for product-centered or competition-centered decision making.

Question 10 of 20

5.0 Points

Analyzing the contents of online "shopping carts" is an example of which class of Internet-based data sources?

- ☐ A. Respondent unaware
- ☐ B. Researcher hidden
- ☐ C. Recorder archival
- ☒ D. Respondent aware

Question 11 of 20

5.0 Points

One way the author of this textbook recommends to effectively manage credibility concerns with online information is to:

- ☐ A. only visit Internet sites that are recommended by your superiors.
- ☐ B. only use information from sites that are regulated by the FCC.
- ☒ C. combine online and offline aspects of business research.
- ☐ D. combine primary and secondary information sources.

Question 12 of 20

5.0 Points

Which of the following online research activities endangers a respondent's privacy?

- ☐ A. Focus groups
- ☐ B. Online surveys
- ☒ C. Listservs
- ☐ D. E-mail

Question 13 of 20

5.0 Points

Which of the following is NOT a content-related role of commercial Web sites?

- ☒ A. Disabling transactions

- ☐ B. Building a corporate image
- ☐ C. Managing customer relationships
- ☐ D. Building brands

Question 14 of 20

5.0 Points

Transaction-based sites include which of the following?

- ☐ A. Sites that give customers detailed information about the corporation's strategic focus
- ☐ B. Sites that provide FAQs, online manuals, and live customer support
- ☒ C. Sites that allow consumers to buy goods and services via the Internet
- ☐ D. Sites that inform customers about product rollouts and promotions

Question 15 of 20

5.0 Points

Chat room and bulletin board links on a corporation's home page are examples of which of the following online content-related sources?

- ☐ A. Company-created
- ☒ B. Customer-created
- ☐ C. Government-created
- ☐ D. Competitor-created

Question 16 of 20

5.0 Points

A downside to customer word-of-mouth as an established source of online Web page content is:

- ☒ A. the potential for the "halo effect."
- ☐ B. the lack of control that the organization can have over the content.
- ☐ C. the potential for the content to be syndicated.
- ☐ D. the unpredictability of the content.

Question 17 of 20

5.0 Points

A _____ file offers access to the user in real-time.

- ☐ A. virtual

- ☐ B. plug-in
- ☐ C. downloadable
- ☒ D. streaming

Question 18 of 20

5.0 Points

FAQs, games, customer support, and sweepstakes are examples of:

- ☐ A. interactive Web page content.
- ☐ B. streaming audio/video files.
- ☒ C. three-dimensional automations.
- ☐ D. plug-ins.

Question 19 of 20

5.0 Points

Which of the following products available on the Internet is least likely to change the product strategy decision making of its parent company?

- ☐ A. MPEGs
- ☐ B. Internet service providers
- ☐ C. Online books
- ☒ D. iTunes

Question 20 of 20

5.0 Points

Online shopping agents most directly affect which of the following business activities?

- ☐ A. Procurement
- ☐ B. Pricing
- ☒ C. Marketing
- ☐ D. Distribution

