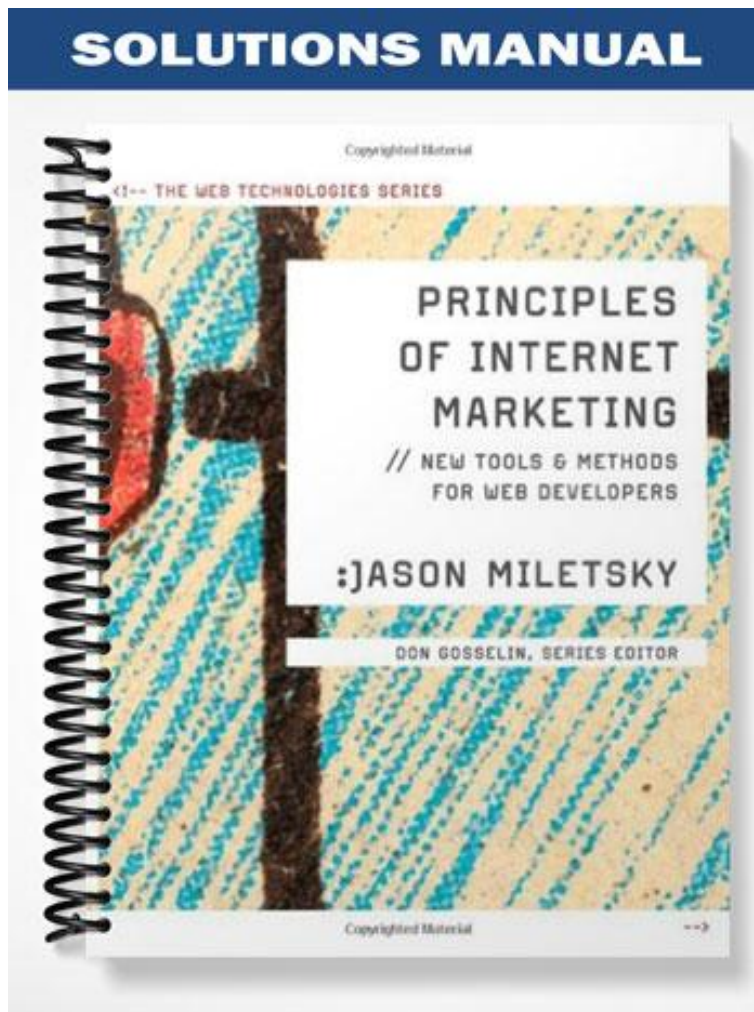


SOLUTIONS MANUAL



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THE WEB TECHNOLOGIES SERIES

PRINCIPLES OF INTERNET MARKETING

// NEW TOOLS & METHODS
FOR WEB DEVELOPERS

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DON GOSSELIN, SERIES EDITOR

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Review Questions

1. For a large, Web-based company, who is most likely to provide the funding for the site's development and marketing?
 - a. Creative director
 - b. Venture capitalist**
 - c. Site employees
 - d. Account managers
2. Which of the following would a graphic designer be primarily responsible for?
 - a. Deciding which programming languages should be used to build a site
 - b. Graphically interpreting the creative director's vision**
 - c. Developing the overall concept of the site
 - d. Organizing all of the information regarding the site development and communicating it to the team
3. Which of the following would be mostly likely to require an account manager and project managers?
 - a. An e-commerce site for a large retail chain that sells shoes and shoe accessories**
 - b. A site for a local B2B company that offers financial planning services to small companies
 - c. A travel blog written by a world adventurer
 - d. A site that shows the best places to find wildflowers in Massachusetts
4. Which of the following statements is false?
 - a. B2B companies typically have longer sales cycles than B2C companies
 - b. B2B Web sites tend to favor graphics over content**
 - c. B2B sites often feature downloadable PDF's of brochures and catalogs
 - d. B2B sites often have online bios of key management
5. Which of the following is not part of the ERC Dataplus site, as of the time of this writing?

- a. Online product demos
 - b. Downloadable PDFs of brochures
 - c. Live chat with a sales rep
 - d. E-commerce functionality**
6. According to 2006 data, what percentage of shoppers who searched for a product online actually finished their purchase offline?
- a. 24%
 - b. 78%
 - c. 63%**
 - d. 11%
7. A site that is used as the starting point to find other sites is called a(n):
- a. B2B site
 - b. E-commerce site
 - c. Web portal**
 - d. Search engine
8. A “distributed Web portal” provides:
- a. Capabilities for online shopping
 - b. General online entertainment
 - c. Information gathered from other sites and portals based on a specific topic**
 - d. Portals that can be licensed and distributed to private sites for internal use.
9. Developers of most e-commerce sites would be least concerned about which of the following?
- a. Making shopping carts easy to manage
 - b. Providing a large product selection
 - c. Scheduling informational Webcasts**
 - d. Building their brand name and recognition
10. Famzam.com generates increased revenue through which of the following methods?
- a. Reminding users when to buy gifts for loved ones through a social calendar**

- b. Maintaining an inventory of wholesale merchandise that they can resell at large mark-ups
 - c. Charging users a membership fee to be part of the site
 - d. Selling their users' private information to other companies
11. Which of the following are examples of sites utilizing social networking tools?
- a. A site that provides restaurant information for major cities, and allows users to provide their own feedback
 - b. A B2B site that runs its own blog about industry topics
 - c. An e-commerce site that allows product reviews
 - d. All of the above**
12. The best way for companies to take advantage of informational sites in their marketing strategies is through which of the following?
- a. Posting streaming videos
 - b. Public relations**
 - c. Writing blog entries
 - d. None of the above
13. Which one of the following is a benefit of entertainment sites in terms of generating advertising revenues?
- a. Long audience retention times**
 - b. Ad agency executives are known to love entertainment
 - c. They can charge more because there are so few entertainment sites on the Web
 - d. The high ad click-through rate among visitors of entertainment sites
14. Companies can take advantage of video-sharing sites like YouTube by doing which of the following?
- a. Posting informational videos about their products and services
 - b. Posting humorous, entertaining videos about their products and services
 - c. Both A and B**
 - d. Neither A nor B
15. For a new site, the make-up of the development team more often depends on which of the following?

- a. **Size, complexity and budget**
 - b. Interest and market
 - c. Marketing strategy and advertising messages
 - d. Desired audience
16. The 14 step barter that turned a red paper clip into a house is an example of what type of marketing?
- a. B2B
 - b. B2C
 - c. **C2C**
 - d. C2E
17. Which of the following is most likely to be a primary responsibility for a programmer developing a Web site?
- a. Establishing how much space should be left for copy
 - b. Deciding which images should be used on the site
 - c. **Determining what language would best fulfill the site objectives**
 - d. Communicating the production schedule and associated deadlines
18. C2C sites are becoming popular because:
- a. They are easy to program
 - b. Consumers don't trust marketers to be honest with them
 - c. **Prices are often lower because C2C sites eliminate retail mark-ups**
 - d. C2C is more social network-friendly
19. Which of the following is least likely to appear on a B2E site?
- a. Information regarding how much taxes have been taken out of an employee's gross salary to date
 - b. Date, time, and directions to a company's upcoming employee picnic
 - c. **Movie reviews of new releases**
 - d. Lists of doctors in a corporate health plan
20. Programmers would often interact with account managers to do which of the following?
- a. Decide together which programs should be used
 - b. Determine the best colors to use in the overall design

c. Make sure the copywriters know the type of content needed

d. Develop progress reports

Projects

1. For two of the different types of Web sites discussed, list the programming languages you think would most likely be needed for each. In a two- to three-page paper, explain why, and what potential programming problems might be faced with each.

For this project, the information students provide about the programming languages is less important than the reasons they offer for selecting those languages. Look for quality papers to demonstrate a thorough understanding of the differences between each type of site, why they are different, and the potential programming challenges each type of site might present.

Students should support their thoughts by providing examples of sites within their chosen categories and discussing how they believe those sites were developed.

2. Choose three B2B sites and three B2C sites. In a three-page paper, describe up to five differences between them. Consider messaging, how they are reaching their audiences, methodologies, strategies, even programming.

By asking students to select three B2B and three B2C sites, we are really asking them to find the similarities among three sites within each category. Papers should reflect that students have come to understand that B2B sites share subtle and obvious traits, as do B2C sites.

Once this is established, look for students to demonstrate a clear understanding of how each site seeks to reach a different audience and the specific actions that each takes to achieve these goals. Generally, look for papers that indicate an understanding that B2B sites will take steps to establish trust and provide information about a company in order to build a long-term business relationship. B2C sites will usually try to affect consumer behavior on a more immediate basis in order to motivate customers to make a purchase.

3. Over the next week, keep a log of all the sites that you visit, and how much time you spend on each site. Then divide the sites into the categories discussed in this chapter. In a one-page paper, describe your findings, and why you think you spent more time on certain categories of sites than others.

This paper should begin to lay the foundation for a topic that was touched on in the first two chapters and will be discussed more throughout the book—understanding different markets and demographics.

Each paper should reflect a comprehension of how site categories differ from one another. At the same time, students should convey an understanding of the demographic traits that each student represents (age, sex, etc) and why the specific sites that he/she visited more frequently appealed to them more than other sites.

4. Visit YouTube, MySpace and Yahoo. On each site, find three ways that companies are using those sites to promote their brands. Describe your findings in a three-page paper.

These papers should establish an understanding of:

- **The likely target market for each of these sites**
- **The different ways a company can promote itself on the different sites (students might point to banner ads on Yahoo, promotional videos on YouTube, and brand-specific profiles or groups on MySpace)**

Students should compare the types of companies being promoted, detail the similarities in the ways companies are using these three sites, and explain why they think these marketers have chosen to promote themselves on these specific sites.

5. Find a product for sale on a C2C site. Find a similar product on a B2C e-commerce site. In a one- to two-page paper, compare and contrast the products in terms of price, condition, shipping offered, return policy, etc. Which would you be most likely to buy? Explain why.

Students should use these papers to demonstrate an understanding of the ways in which products are treated differently by B2C e-commerce sites and C2C sites. Students should be able to explain the differences in

treatment beyond the price of the products; they should also discuss the language used to describe the products on each site, how products are presented graphically, etc.

In explaining why they would choose to buy from one site over another, students should discuss the specific reasons why one particular site would earn their trust and their business—beyond a price difference.