

 **Reviewing Test**

#2 Etudes Quiz

Started: Jan 11, 2012 11:18 PM

Finished: Jan 11, 2012 11:23 PM

 **#2 Etudes Quiz**  **Total Grade: 9.5** (of possible 10 points)

This quiz is based on Syllabus, e-class handouts, and Etudes. Choose the 'best' answer of those available. [2 tries if needed](#). When you **Finish/Submit**, that counts as a try.

Please review any missed, and contact Mimi if you have questions!

Question 1 of 20 **Score: 0.5** (of possible 0.5 points)

Late work receives reduced point credit and it is up to you to know what date & time something is due, and to renegotiate deadlines with Instructor ahead of time if you have unusual circumstances.

- True
 False


 Answer Key: True **Feedback**

True, per Syllabus

Question 2 of 20 **Score: 0.5** (of possible 0.5 points)

You can find out best what is assigned and when it is due by looking in the _____ section of ETUDES:

- A. Syllabus
 B. Assignments
 C. Modules
 D. Announcements
 E. Gradebook

 Answer Key: B **Feedback**

While the Syllabus provides an overview of the quarter's work flow, Assignments section contains the details of what to do, how, and by when to submit.

Question 3 of 20 **Score: 0.5** (of possible 0.5 points)

If you have unusual personal circumstances or an emergency come up (not just "I didn't have time to do my work" or "I forgot"), check with the Instructor in advance by e-mail or phone about how you will be completing the missed work and by when.

- True
 False

 Answer Key: True **Feedback**


Just about everything is negotiable -- keep in touch with Mimi, we want you to complete the course successfully!

Question 4 of 20 **Score: 0.5** (of possible 0.5 points)

You should stick to just reading the book and our Etudes Website material for your E-Biz/Web Marketing information and not try to incorporate information from the Web because we are trying to learn the text material properly, the book info is current and reputable, and there are a lot of scams, spams, outdated info, and hustlers on the Web who want your info or to make money, to confuse you.

- True

 False


 Answer Key: False

 **Feedback**

Our book, website, and class are but a springboard that lends structure to our studies -- there is more information 'out there' on the Web and among people/conferences/professional associations as well. Be fearless e-marketing 'guerillas' who tackle what needs to be done and make critical decisions along the way as to what is really credible.

Question 5 of 20 Score: 0.5 (of possible 0.5 points)

Your grade in COIN 72 will be determined by your total points and whether you have completed/submitted all the work & Project by required deadline, taken/submitted all tests & self-evals, whether you have participated in the Discussions weekly, and if you have actively "attended" in class each week.

 True
 False


 Answer Key: True

 **Feedback**

Yes, as per Syllabus.

Question 6 of 20 Score: 0.5 (of possible 0.5 points)

You don't have to complete all the work or Project Report in this class or finish/submit all the tests to receive passing credit in this course if you already know this stuff or have done 90% of the work or are taking the class for Pass/No Pass.

 True
 False


 Answer Key: False

 **Feedback**

Syllabus states all work must be done/submitted to earn a grade in COIN 72 (because it is part of a degree/certificate program, not an adult ed class)

Question 7 of 20 Score: 0.5 (of possible 0.5 points)

Your Class Discussion participation postings _____:

- A. are required weekly
-  B. are required weekly interactively with your Classmates on the current chapters or topics being studied, as well as ongoing topics of interest/relevance throughout the quarter
- C. are required several times throughout the quarter on anything you want to participate in
- D. do not count for required points and are optional extra-credit activities
- E. do not require that you read others' contributions because it takes too much time and is a nuisance that takes you away from your own work


 Answer Key: B

 **Feedback**

B - support your Classmates by participating regularly and sharing your value-added comments, resources and tips, don't just lurk or avoid contributing -- let's pool what works!

Question 8 of 20 Score: 0.5 (of possible 0.5 points)

All your work (assignments, labs, discussion postings, e-mails, website businesses, etc.) should be spelling/grammar checked, corrected, and proofread before submitting, per business standards.

 True
 False


 Answer Key: True

 Feedback

Yes, this helps with your credibility (believability) to customers, venture capitalists, etc. and shows you take the time/effort to do things right.

Question 9 of 20 Score: 0.5 (of possible 0.5 points)

Our class Web site is open 24 hours a day, 7 days a week (except 4-4:15 a.m. daily), so you should be able to have daily access to Internet/ETUDES whether you are at home, traveling, in the lab, at work, in a cybercafé, hotel business suite, or at a Kinko's-type place, if you plan ahead.

-  True
 False


 Answer Key: True

 Feedback

E-Marketing is all about being available 24/7 in various ways to different people.

Question 10 of 20 Score: 0.5 (of possible 0.5 points)

It is OK to share your log-in and password with a friend or relative so they can see what we are doing in class and can "cover" for you when you are ill, your computer breaks down, you're on a business trip or out of the country, or have an emergency, and you need to submit something.

- True
 False


 Answer Key: False

 Feedback

Never! **Privacy/security of your account is compromised** and it's unethical according to the College/Etudes User Agreement. Plan ahead for daily Internet access at all times and keep in touch with Mimi for the exceptions.

Question 11 of 20 Score: 0.5 (of possible 0.5 points)

You need the current All-in-1 textbook listed in Syllabus in order to do the weekly work and tests, but may also use supplementary Web marketing topic books, e-biz books on parallel topics, Internet, as well as other resources for your assignments and project.

-  True
 False


 Answer Key: True

 Feedback

Yes! Use whatever you have, whatever interests you and answers your questions and concerns, and which relates to your goals in this class. We will follow the required textbook for assignments and tests but your Projects will vary.

Question 12 of 20 Score: 0.5 (of possible 0.5 points)

Your grade may be lowered (or you may be dropped from the class) if you haven't submitted assignments and posted to discussions weekly for over 1 week or miss a test or Project.

-  True
 False

 Answer Key: True

 Feedback

Please plan to stay for 12 weeks and give each week your best shot -- when you're absent we don't know if you're having trouble, lost interest, got a new job, or.....stick with us to the end!

Question 13 of 20 Score: 0.5 (of possible 0.5 points)

It's a good idea to start assignments early in the week (or even a week ahead) and to hand them in before deadline because you will receive extra-credit points for them.

- True
 False

 Answer Key: False

 **Feedback**

YES, start early (just like income taxes!). NO, no extra points for submitting early, but if you're an astute Web marketer, you gotta "plan your work and work your plan" to successfully execute an e-marketing initiative "ahead of the other guys"!

Question 14 of 20 Score: 0.5 (of possible 0.5 points)

Whether you are working on your own computer at home or in a shared computer lab, it is not important to LOG OFF when you finish a session in ETUDES, since your computer will "time out" after a while, and close your account for you automatically, and will turn itself off, protecting your account privacy/security.

- True
 False

 Answer Key: False

 **Feedback**

Always log off Etudes when you finish your session to close your account and safeguard your privacy/security. Go offline when you are reading, doing your HW or using another Web browser for research and log back into Etudes when you are ready to submit work or postings. We aware of wi-fi security vulnerabilities/interceptions.

Question 15 of 20 Score: 0.5 (of possible 0.5 points)

You are expected to do/write up your own work in this class even when it takes your sustained weekly time and effort, and to think critically, citing your own examples from your own work experience/practices, from outside readings/research, from interviews, and from attending related classes/trade shows/workshops, rather than just copy/pasting other people's stuff off of websites or copying what other marketers are doing.

- True
 False

 Answer Key: True


 **Feedback**

It's about your integrity as a student, e-marketer, and Website author.

Question 16 of 20 Score: 0.5 (of possible 0.5 points)

You are considered "present" (attendance) in COIN 72 on the days that _____:

- A. you log into ETUDES
 B. you submit COIN 72 assignments, tests, or Discussion postings
 C. you lurk in the Discussions/Announcements reading, investigating other URLs and websites, thinking, planning, and drafting your work in Word
 D. you log into COIN 72 and then click on the tab for another Etudes class you are taking and spend 1/2 an hour there
 E. you say to the Instructor that you remembered logging in on a certain day for sure

 Answer Key: B

 **Feedback**

Etudes date/time stamps all online activity. Your assignments, tests, and discussion submissions verify your attendance, per Syllabus. If you don't submit work for a week, your attendance is blank for the week and we don't know if you've lost interest, dropped, orMany students spread work out over a week so they log in/submit on 3 days, between Monday and Sunday (the discussions can be very informative/interesting to follow).

Question 17 of 20 Score: 0.5 (of possible 0.5 points)

It's OK to skip doing the Midterm Self-Evaluation, a few assignments, and the Final Exit Interview because they are busy-work and worth so few points it will not make a difference in your grade or the success of your Web marketing.

- True
 False

 Answer Key: False

 **Feedback**

Syllabus says not to skip anything if you are going for a grade in COIN 72! Besides, it's about YOUR success at Midterm and Final time, good feedback for both you and me.

Question 18 of 20 Score: 0 (of possible 0.5 points)

You are asked to keep in touch with instructor weekly and you can do it by sending a Private Message in Etudes, an e-mail, make a phone call, or drop by/make an appointment to meet at the office.

- True
 False

 Answer Key: True

 **Feedback**

Yes, keep in touch! When e-mailing Mimi outside of Etudes, [please include COIN 72 in the subject line](#) and [your name/class/e-mail contact as a signature](#).

Question 19 of 20 Score: 0.5 (of possible 0.5 points)

You should wait to start your Project until after we've covered all the book material during the first 2 months, so you'll be really clear on what you want to do and can write it up quickly and completely within a week and submit by due date.

- True
 False

 Answer Key: False


 **Feedback**

Bad idea, Folks -- some of you will be planning/implementing a Web marketing strategy/initiative and writing about it for your project! So it is better to think earlier about what you want to pursue for a project, so you can address the weekly assignments with an eye to repurposing your work in the report, instead of scrambling around during the last week before it's due!

Question 20 of 20 Score: 0.5 (of possible 0.5 points)

When presenting an article summary or sharing a printed or online resource contribution in the Discussions or in a project report, you should:

- A. always provide the full URL, no matter how long it is
 B. use only Wikipedia and social networking site resources as they are the most reliable, popular and best-recognized authorities
 C. fully cite the author, title of article, source (name of Web site or periodical), date, URL (or page numbers), and the date you accessed it online, for citation credibility
 D. make a very long posting that includes ALL the details of the article so we don't miss out on anything
 E. just copy/paste the interesting stuff from the online resource efficiently and leave it at that so as to not clutter up the discussions

 Answer Key: C

 **Feedback**

C - because links expire, are mistyped/broken, have been moved to another website, helping the viewer find the material through Net searches can be done if you have supporting info provided.

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