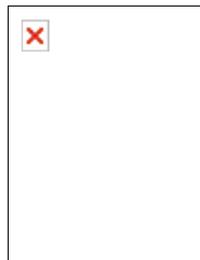# FINAL EXAM

Course # 571005
Wikinomics

based on the book:

Wikinomics
by: Don Tapscott & Anthony D. Williams
(2008)

12 CPE Credit Hours
Technology &
Operations

A P E X C P E . C O M . . . . . 713.234.0892 . . . . . support@apexcpe.com

This exam sheet is made available for your convenience in answering questions while offline. Please note that you will still need to enter your answers on the online exam sheet for grading. Instructions are provided at the end of this document.

Chapter 1 - Wikinomics

1. The new art and science of wikinomics is based on which new ideas?

│_____ Laizze faire or free enterprise and capitalism

│_____ Labor, production and capitalism

│_____ Openness, peering, sharing, and acting globally

│_____ segmentation and psychographics

2. Goldcorp changed its exploration approach inspired by Linux outsourcing venture

│_____ It launched the "Goldcorp Challenge" with a prize money for participants to input into the company data

│_____ By funding a second wave of site exploration

│_____ Stayed loyal to age old process and trust its geologists to find that gold deposit.

│_____ Goldcorp secretly bought information that lead to its goals.

3. A self-organized collaborations process of a new mode of innovation and value creation is called

│_____ Research innovation

│_____ Data pooling

│_____ Peer production

│_____ New alliance

4. Web 2.0 is

│_____ public service to a community

│_____ Non interactive

│_____ A data bank to readily provide searched information in the net.

│_____ A global, ubiquitous platform for computation and collaboration in the net.

5. What do we call this new economy where firms coexist and cocreate in loosely coupled networks?

│_____ The collaboration economy

│_____ The trial economy

│_____ The transparent economy

└─── the Lego-style economy

Chapter 2 - The Perfect Storm

6. The New Web is fundamentally different in both its architecture and applications. It is compared to a

   └─── shared house

   └─── shared canvas

   └─── shared book

   └─── shared office

7. The Old Web is compared to a

   └─── digital thermometer

   └─── digital watch

   └─── digital newspaper

   └─── digital telephone

8. Google leads in its PageRank technology basing on which idea?

   └─── The best information is found in exclusive proprietary data.

   └─── Priotize search results by the number of sites that are linking to it.

   └─── Judge the quality of its information.

   └─── Always consulting the experts.

9. The Perfect Storm is brought about by the convergence of which factors?

   └─── The new web and the old web

   └─── Markets, information, and communities.

   └─── Information supply and demand, interactive communities.

   └─── Technology, demographics, and global economy.

10. How does Web 2.0 differ from the old web?

    └─── The old web is exclusive to entrepreneurs while the new web is open to all.

    └─── The old web is passive while the new web is participatory and interactive.

    └─── There is no difference but the advancement of some technology in the new web.

    └─── Their main difference is in the better accessibility of the new web.

11. Which generation is called these, "baby-boom echo," the Net Generation?

    └─── Born from 1996 to the present

|_____ Born from 2000 to the present

|_____ Born between 1977 and 1996 inclusive

|_____ All born after WWII

12. The new Net Generation has these N-Gen norms,

|_____ Speed, freedom, openness, innovation, mobility, authenticity, and playfulness.

|_____ discipline, advancement, experimentation, adventure and compliance.

|_____ Exclusiveness, adventure, honesty and entrepreneurship.

|_____ innovation, adventure, and secrecy

13. Coase's law which explained the development of the gigantic corporation also explains why they are being replace by which new entity?

|_____ Sole entrepreneurs

|_____ B-webs

|_____ Multi corporations

|_____ Global corporations

14. In many peer production communities, productive activities are

|_____ Voluntary and nonmonetary

|_____ Voluntary and monetary

|_____ Involuntary and Monetary

|_____ Involuntary and Nonmonetary

Chapter 3 - The Peer Pioneers

15. Wikipedia is an example of peer production, a new way of producing goods and services that harnesses the power of mass collaboration.

|_____ True

|_____ False

16. Who invented the concept of wiki?

|_____ Ward Cunningham

|_____ Larry Sanger

|_____ John Seigenthaler, Sr.

|_____ Jimmy Wales

17. Who is the founder of Wikipedia? The largest encyclopedia in the world.

└──── Ward Cunningham

└──── Larry Sanger

└──── John Seigenthaler, Sr.

└──── Jimmy Wales

18. Embracing open source means embracing new mental models and new ways of conceptualizing value creation. TF

└──── True.

└──── False.

19. A strategic approach to design, development and distribution enabled IBM to speed innovation and off-load cost .

└──── Privatization

└──── Open source

└──── Peer consultation

└──── Inside experimentation

20. How do we define peer production in terms of its advantages?

└──── It creates value and competitive advantages.

└──── It means less control and requires practitioners to abide by the rules.

└──── It means divesting new incentive structures.

└──── It means investing in collaboration while considering IP diligence and indemnity issues.

21. Peer production will continue to grow in importance because,

└──── The potential for rival companies to rip off from your designs.

└──── Key enabling conditions are present and growing.

└──── Free software

└──── Its structure leaves uncertainty of profit.

22. The greatest risk to peer production is

└──── that communities will undermine an existing business model.

└──── When a firm will not be able to respond on time.

└──── it limits of collaborative network.

└──── It prevents cultural and strategic capabilities.

Chapter 4 - Ideagoras

23. What web site is a perfect example of Ideagoras

|_____ a community web site like face book

|_____ an open innovation web site company

|_____ MySpace a social networking web site

|_____ Digg a social news website.

24. How are R&D departments of global corporations affected by Ideagoras

|_____ It enabled them to reach beyond their traditional R&D facilities and tap more of the brightest scientific minds in the world.

|_____ It found a secondary source of ideas for product innovation.

|_____ It felt threatened by the chance of exposing guarded company trade secrets in its R&D departments.

|_____ Research and Development Departments became irrelevant in its production structure.

25. Innocentive is a company that

|_____ listed a variety of physiological challenges that needed answers. It offers handsome cash rewards for anyone who could offer workable solutions.

|_____ listed a variety of scientific challenges that needed answers. It offers handsome cash rewards for anyone who could offer workable solutions.

|_____ listed a variety of mental challenges that needed answers. It offers handsome cash rewards for anyone who could offer workable solutions.

|_____ listed a variety of scholarly challenges that needed answers. It offers handsome cash rewards for anyone who could offer workable solutions.

26. Companies can tap emerging global marketplaces to find uniquely qualified minds and discover and develop new products and services faster and much more efficiently that they have in the past. We call these marketplaces

|_____ ideagoras

|_____ agoras

|_____ pythagoras

|_____ Platogoras

27. Modern day ideagoras such as Innocentive serve a more specific purpose:

|_____ They make ideas and scientific expertise around the planet accessible to innovation hungry companies.

|_____ They make inventions and scientific expertise around the planet accessible to innovation hungry companies.

|_____ They make ideas, inventions and scientific expertise around the planet accessible to innovation hungry companies.

|_____ They make ideas and inventions around the planet accessible to innovation hungry companies.

28. In the creative design process, firms should adhere to the principle that markets allow for an increasingly specialized division of labor.

|_____ True

|_____ False

Chapter 5 - The Prosumers

29. Creative Commons provides licenses that allow you to protect your copyright ownership while allowing others to make derivative works, stipulating whether you only want to allow non-commercial or commercial use, among many other options. TF

└─────── TRUE.

└─────── False

30. A company-centric view of cocreation is summarized as :

└─────── We'll set the parameters by telling you when and on which products to innovate. You'll give us your ideas for free, but we'll choose the best of them -- and keep all the rewards and IP.

└─────── You'll set the parameters by telling you when and on which products to innovate. You'll give us your ideas for free, but we'll choose the best of them -- and keep all the rewards and IP.

└─────── Both parties will set the parameters by telling you when and on which products to innovate. You'll give us your ideas for free, but we'll choose the best of them -- and keep all the rewards and IP.

└─────── They'll set the parameters by telling you when and on which products to innovate. You'll give us your ideas for free, but we'll choose the best of them -- and keep all the rewards and IP.

31. In the consumer centric paradigm, customers want a genuine role in designing products of the future. Its just that they will do it on their own terms, in their own networks, and for their own ends.

└─────── TRUE.

└─────── False

Chapter 6 - The New Alexandrians

32. Digitization means information can be shared, cross-referenced, and repurposed like never before. Knowledge can build more quickly within networks of firms and institutions that cross seamlessly over disciplinary boundaries.

└─────── True

└─────── False

33. The New Alexandrians

└─────── are internet librarians

└─────── are guardians of the net

└─────── are individuals, companies, and organizations, that recognize the power and importance of openness in today's economy.

└─────── are web based writers and bloggers

34. Keys to success in the knowledge-based economy are

└─────── collaboration,peer review, and exchange of precompetitive information

└─────── collaboration,publication,peer review, and exchange of precompetitive information

└─────── collaboration,publication, and exchange of precompetitive information

└─────── publication,peer review, and exchange of precompetitive information

35. Precompetitive knowledge commons is

└─────── a new and collaborative approach to rest and recreation where like minded companies (and sometimes competitors) create common pools of industry knowledge and processes upon which new innovations and industries build.

└─────── a new and collaborative approach to research and development where like minded companies (and sometimes competitors) create common pools of industry knowledge and processes upon which new innovations and industries build.

└─────── a new and collaborative approach to science and technology where like minded companies (and sometimes competitors) create common pools of industry knowledge and processes upon which new innovations and industries build.

└─────── a new and collaborative approach to health and well being where like minded companies (and sometimes competitors) create common pools of industry knowledge and processes upon which new innovations and industries build.

36. In internet language, API is short for

└─────── Application Primary Interface

└─────── Application Programming Interface

└─────── Application Problem Interface

└─────── Application Performance Interface

37. Best uses of public data are often made by organizations in the non-profit sector that are free of political considerations that hamstring government agencies. Governments should move faster to create new platforms for participation and public knowledge.

└─────── True

└─────── False

Chapter 7 - Platforms for Participation

38. Amazon is a pioneer in what are known as "affiliate programs" that it uses to drive traffic and sales through an immense network of external partners. Amazon has two principal types of affiliates : Amazon associates and

└─────── hawkers and peddlers

└─────── marketplace sellers

└─────── contractors and subcontractors

└─────── merchandisers and marketers

Chapter 8 - The Global Plant Floor

39. "Productive friction", as termed by John Hagel and John Seely Brown, is

    |_____ the traditional learning that takes place as knowledge and tasks are shared across enterprise borders.
    |_____ the new learning that takes place as knowledge and tasks are shared across enterprise borders.
    |_____ the old learning that takes place as knowledge and tasks are shared across enterprise borders.
    |_____ the old and new learning that takes place as knowledge and tasks are shared across enterprise borders.

40. Just in time manufacturing techniques are

    |_____ those which equipped a limited pool of local talent with the skills to operate high end production facilities
    |_____ those which equipped a large pool of local talent with the skills to operate high end production facilities
    |_____ those which equipped a select pool of local talent with the skills to operate high end production facilities
    |_____ those which equipped a company grown pool of local talent with the skills to operate high end production facilities

41. Design coordination is

    |_____ local as well as modularized in that suppliers of closely related components are responsible for delivering completed subassemblies. The process relies on the ability of suppliers to quickly test, develop, and retest how well their parts integrate with those of other local suppliers.
    |_____ local, international, as well as modularized in that suppliers of closely related components are responsible for delivering completed subassemblies. The process relies on the ability of suppliers to quickly test, develop, and retest how well their parts integrate with those of other local suppliers
    |_____ local as well as modularized in that adjusters of closely related components are responsible for delivering completed subassemblies. The process relies on the ability of suppliers to quickly test, develop, and retest how well their parts integrate with those of other local suppliers
    |_____ local as well as modularized in that subcontractors of closely related components are responsible for delivering completed subassemblies. The process relies on the ability of suppliers to quickly test, develop, and retest how well their parts integrate with those of other local suppliers

42. Companies that build openly to build as big and as fast as possible are ultimately in the best position to figure out where the real economic value is.
    |_____ True.
    |_____ False

43. "Productive friction", as termed by John Hagel and John Seely Brown, is the new learning that takes place as knowledge and tasks are shared across enterprise borders.
    |_____ True.
    |_____ False

44. Highly collaborative approaches to manufacturing are not without risks because

└───── There is a risk that suppliers and assemblers will gauge the market differently and create gaps in supply and demand. But with a variety of suppliers to choose from, assemblers can rely on multiple sources from common components, reducing the risks of undercapacity

└───── The lack of integration between suppliers and assemblers may lead to mismatched parts or sub optimal construction. Face to face relationships appear to be crucial to overcoming these challenges.

└───── Both of the above

└───── None of the above

Chapter 9 - The Wiki Workplace

45. Five typical workplace functions are : teaming, time allocation, decision making, resource allocation, and communication.

└───── True

└───── False

46. Teaming is with the right tools and enough transparency, a large and diverse group of people self selecting to add value can complete even the most complex tasks with only a minimum of central control.

└───── True

└───── False

47. A classic example of time allocation

└───── when you work at Google, the company directs its employees to dedicate 20 percent of their time to personal projects - projects that interest employees but needn't slot neatly into Google's predefined road maps. In keeping with its beliefs in collaboration and encouraging self organization, the company tracks the pet projects that employees conjure up.

└───── when you work at eBay, the company directs its employees to dedicate 20 percent of their time to personal projects - projects that interest employees but needn't slot neatly into Google's predefined road maps. In keeping with its beliefs in collaboration and encouraging self organization, the company tracks the pet projects that employees conjure up.

└───── when you work at Amazon, the company directs its employees to dedicate 20 percent of their time to personal projects - projects that interest employees but needn't slot neatly into Google's predefined road maps. In keeping with its beliefs in collaboration and encouraging self organization, the company tracks the pet projects that employees conjure up.

└───── when you work at PayPal, the company directs its employees to dedicate 20 percent of their time to personal projects - projects that interest employees but needn't slot neatly into Google's predefined road maps. In keeping with its beliefs in collaboration and encouraging self organization, the company tracks the pet projects that employees conjure up.

48. Decision making is a company strategy of acquiring collective intelligence through prediction markets that enable them to arrive at a decision based on the collected data

└───── True

└───── False

49. The idea on Resource Allocation is :

└───── Resources ranging from spending budgets to computing power are tradeable commodities, so why not allocate them with a marketplace approach that ensures that they go where they are most valued.
└───── Resources ranging from spending budgets to computing power are tradeable commodities, so why not allocate them with a marketplace approach that ensures that they go where they are less valued.
└───── Resources ranging from spending budgets to computing power are tradeable commodities, so why not allocate them with a marketplace approach that ensures that they go where they are unlikely valued.
└───── Resources ranging from spending budgets to computing power are tradeable commodities, so why not allocate them with a marketplace approach that ensures that they go where they are possibly valued.

Chapter 10 - Collaborative Minds

50. Engaging in elaborative communities means

└───── ceding some control, embracing transparency, managing conflict, and accepting that successful projects will take on lives of their own.
└───── ceding some control, sharing responsibility, embracing transparency, managing conflict, and accepting that successful projects will take on lives of their own.
└───── ceding some control, sharing responsibility, embracing transparency, and accepting that successful projects will take on lives of their own.
└───── sharing responsibility, embracing transparency, managing conflict, and accepting that successful projects will take on lives of their own.

51. Firefox community is a meritocratic hierarchy. They are a self governing community system that feeds the curiosity, passion, status seeking ego, and sociability of its "ambassadors", who as nonpaid members of the Mozilla community can approve new developments, speak to the press, and host parties in behalf of Mozilla

└───── True

└───── False

52. Institutions need gatekeepers : people - generally highly credentialed people - who are entrusted by society to preserve the core traditions, values and standards of practice that the institutions embody. Examples of gatekeepers are

└───── publishers and editors

└───── brand managers of leading ad agencies

└───── Both of the above

└───── None of the above

Chapter 11 - Enterprise 2.0

53. Mass collaboration _____ when the tools for creation and consumption are widely distributed and the goods in question are non-rival (i.e. my consumption of the good does not deplete the supply available for you to consume).

   └──── increases

   └──── decreases

   └──── stays the same

   └──── None of the above

54. The choice facing firms is not whether to engage and collaborate with peer production communities but determining

   └──── where and what

   └──── when and how

   └──── how and what

   └──── how and where

55. In 2007, Novartis released all of its raw data in the internet for free on which human disease

   └──── cancer

   └──── type 2 diabetes

   └──── small pox

   └──── yellow fever

56. Enterprise 2.0 is a new kind of business entity, one that opens its doors to the world; coinnovates with everyone, especially customers; shares resources that were previously close guarded; harnesses the power of mass collaboration ; and behaves not as a multinational but as something new: a truly global firm.

   └──── True

   └──── False

57. Danny Hillis, who founded Thinking Machines and invented parallel computing, says there are two ways to build complex things:

   └──── engineering and evolution

   └──── evolution only

   └──── engineering only

   └──── None of the above

58. Who created the housing maps using Google map and rentals listing from Craigslist?

   └──── Linus Torvalds

   └──── Paul Rademacher

   └──── Don Tapscott

   └──── Anthony Williams

59. Mozilla is the producer of _____ web browser , an open source pioneer and a leader in applying the principles of wikinomics to produce development and marketing.

|_____ Internet Explorer

|_____ Firefox

|_____ Both of the above

|_____ None of the above

60. The term " peer production" was coined by Yale professor

|_____ Yonchai Benkler

|_____ Paul Rademacher

|_____ Anthony D. Williams

|_____ Don Tapscott

<u>Instructions for Submitting Answers Online:</u>

◦ *Sign In at www.ApexCPE.com*

◦ *Click the "My CPE" tab at the top of the page.*

◦ *Click "My CPE Courses".*

◦ *Find the current CPE year and click "Go to My Courses".*

◦ *Find this course and click the "Go to Course" link.*

◦ *Step 2 on the Course Syllabus page is "Take the Final Exam". Click the "Begin Final Exam" link.*

◦ *Enter your answers on the online exam sheet.*

◦ *Click the "Grade Exam" button at the bottom of the page. Your exam will be graded automatically. If your score exceeds 70%, a "Create Certificate" button will display. Otherwise, you may continue to retake the exam until you pass.*

◦ *A short evaluation page will display. Please provide your feedback for the course.*

◦ *Once the evaluation is complete, click the "Submit Evaluation & Create Certificate" button at the top of the page.*

◦ *You may print your Certificate of Completion by selecting File Print from your browser. Certificates remain online for at least five years from the certificate date.*

**If you have any questions, please call us at 713.234.0892
or send an email to support@apexcpe.com**