Chapter 02 - Testbank

Student: _____

1. An intranet is a restricted network that relies on internet technologies to provide an internet-like environment within the company for information sharing, communications, collaboration, web publishing, and the support of business processes.

   True   False

2. VPNs are often used to connect to a corporate server. VPN stands for a valued partner network.

   True   False

3. One of the main benefits of networks is sharing resources which allow companies to be agile, efficient and responsible at the same time.

   True   False

4. The main challenges facing a digitally connected world include security, legal implications of copyright and intellectual property, and social, ethical, and political issues.

   True   False

5. Passwords are one of the primary corporate security measures. Fortunately most people have passwords that are not easy to guess.

   True   False

6. The sharing of content over networks, such as the Internet, is a risk for breaches of privacy, copyright and intellectual property laws. Fortunately, laws governing such content are uniform across the globe.

   True   False

7. Some of the social challenges with networking occur with newsgroups or blogs where like-minded people can exchange messages. Problems can arise when sensitive social issues become the topic of discussion such as politics or religion.

   True   False

8. Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers.

   True   False

9. Sustaining technology produces an improved product that customers are eager to buy.

   True   False

10. Established companies should take advantage of disruptive technologies without hindering existing relationships with customers, partners and stakeholders.

    True   False

11. McKinsey did not report that Cloud technology is a disruptive technology.

     True   False

12. Digital Darwinism implies that organisations that can adapt to the new demands placed on them for surviving in the information age are doomed to extinction.

    True   False

13. Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers; whereas, sustaining technology produces an improved product that customers are eager to buy.

    True   False

14. Web 2.0 is the next generation of Internet that uses a more mature, distinctive communications platform characterised by new qualities such as collaboration, sharing and being free.

    True   False

15. Source code is software made available free for any third party to review and modify.

    True   False

16. The most common form of collective intelligence found outside the organisation is crowdsourcing, or the wisdom of the crowd.

    True   False

17. Social networks are websites that rely on user participation and user-contributed content, such as Facebook, YouTube and Pinterest.

    True   False

18. Social tagging is similar to taxonomy except that crowdsourcing determines the tags or keyword-based classification system.

    True   False

19. The three Business 2.0 communication and collaboration tools a business can use to harness the power of people include blogs, wikis and real simple syndication (RSS).

    True   False

20. 'Wiki' is a Hawaiian word for quick and is a type of a collaborative webpage that allows users to add, remove and change content.

    True   False

21. RSS allows a website to constantly feed information and news to consumers instead of having the consumer search for it.

    True   False

22. Web 3.0 refers to static text-based information websites.

    True   False

23. What is a disadvantage of networking or performing business in a connected world?

    A. Reduces travel and expenses
    B. Provides opportunities
    C. Shares resources
    D. Increased risk of privacy breaches

24. Which benefits of a connected world makes all applications, equipment (such as a high-volume printer), and data available to anyone on the network, without regard to the physical location of the resource or the user?

    A. Sharing resources
    B. Providing opportunities
    C. Reducing travel
    D. All the answers are correct

25. An extranet is not available for use by a _____.

    A. Customer
    B. Supplier
    C. Partner
    D. Competitor

26. Why would a company use an intranet?

    A. Intranets are used for support of business processes
    B. Intranets are used for communications and collaboration
    C. Intranets are used for web publishing
    D. All the answers are correct

27. What is a major challenge of operating a network in a connected world?

    A. Personal issues
    B. Society demands
    C. Security issues
    D. Telecommuting demands

28. Granting access to corporate networks in an organisation relies on _____ the user?

    A. scoring
    B. Electronically welcoming
    C. parsing
    D. identifying

29. Network operators believe that they are like _____ and they cannot be expected to police what users say.

    A. servants
    B. transporters
    C. the post office
    D. pipelines

30. What is the digital divide?

    A. A worldwide gap giving advantage to those with access to technology
    B. A data interruption in the internet connection
    C. A deficiency in school-aged children with computer knowledge
    D. A divide between the economies of third world countries

31. What is the worldwide gap giving advantage to those with access to technology?

    A. Digital subscriber
    B. Digital divide
    C. Digital Darwinism
    D. Digital era

32. Which of the following statements is true:

    A. Sustaining technologies tend to provide customers with better, faster and cheaper products in established markets.
    B. Sustaining technologies are new ways of doing things that initially do not meet the needs and expectations of existing customers.
    C. Sustaining technologies are developed when organisations cannot adapt to new demands placed upon them for surviving in the information age.
    D. All the answers are correct

33. Sony started as a tiny company that built portable, battery-powered transistor radio. The sound quality was poor, but customers were willing to overlook that for convenience and portability. With the experience and revenue stream from these portable radios, Sony improved its technology to produce cheap, low-end transistor amplifiers that were suitable for home use, and invested those revenues in improving the technology further, which produced still better radios. This is an example of:

A. Sustaining technologies.
B. Disruptive technologies.
C. Web 3.0.
D. Digital Darwinism.

34. The following constitute examples of disruptive technologies:

A. Apple's iPad.
B. Charles Schwab's online brokerage.
C. Hewlett-Packard's ink-jet printers.
D. All the answers are correct

35. Polaroid, founded in 1937, produced the first instant camera in the late 1940s. The Polaroid camera, whose pictures developed themselves, was one of the most exciting technological advances the photography industry had ever seen. The company eventually went public, becoming one of Wall Street's most prominent enterprises, with its stock trading above US$60 a share in 1997. In 2002, the stock dropped to 8 cents and the company declared bankruptcy. This is an example of:

A. Digital Darwinism.
B. Increased richness.
C. Business 2.0.
D. None of these.

36. Which of the below is not a characteristic of Web 2.0?

A. Encourages user participation
B. Technical skills are required
C. Eliminates entry barriers to publishing on the Web
D. Provides an exciting and vibrant virtual environment

37. What is the system that consists of non-proprietary hardware and software based on publicly known standards that allows third parties to create add-on products to plug into or interoperate with the system?

A. Management system
B. Reputation system
C. Knowledge system
D. Open system

38. What is software whose source code is available free for any third party to review and modify?

A. Free source
B. Open source
C. Code source
D. Network source

39. Erik is the president and owner of Watch Out, a local website development company that helps clients create and build unique websites. Many of his daily tasks are heavily technical in nature and require a high level of computer programming and internet knowledge. Which of the below would Erik primarily use when performing his daily tasks?

A. Source code
B. Brick-and-mortar
C. Information reach
D. Explicit knowledge

40. e-Business was characterised by few companies or users posting content for the masses. What characterises Web 2.0?

A. A select few posting content for high-level executives only
B. The masses posting content for a select few
C. The masses posting content for the masses
D. A select few posting specific content for the masses

41. What is web content that is created and updated by many users for many users?

A. Cybermediation-contributed content
B. User-generated content
C. Executive-generated content
D. Customer-contributed content

42. eBay buyers voluntarily comment to other users and sellers on the quality of service, promptness of shipping, and their general satisfaction with the product. This is one of the most popular examples of user-generated content and is called _____.

A. Reputation system
B. Knowledge system
C. Explicit system
D. User-generated sales cycle

43. What is the most common form of collective intelligence found inside the organisation?

    A. Crowdsourcing
    B. Tacit management
    C. Knowledge management
    D. Tagging

44. What is the difference between asynchronous and synchronous communication?

    A. Asynchronous is real-time communication; synchronous is one-way technology
    B. Asynchronous is communication that does not occur at the same time; synchronous communication occurs at the same time
    C. Asynchronous communication includes instant messaging; synchronous communication includes email
    D. Asynchronous communication is fast and instant; synchronous communication is collected at a single point in time

45. Which of the below is not a characteristic of Web 2.0?

    A. Knowledge management
    B. Collaboration system
    C. Web browser
    D. Explicit knowledge

46. Lisa loves her job as an executive recruiter for a large hospital located in Melbourne. Part of Lisa's job requires her to gather industry information, collaborate with partners, compare competitors and tap into the knowledge of prospective employees, partners and customers. Which of the below would Lisa use to perform her job?

    A. Interactivity metrics
    B. Source code
    C. Network effect
    D. Collective intelligence

47. Which system supports the capturing, organisation, and dissemination of knowledge throughout an organisation?

    A. Cybermediation system
    B. Knowledge management system
    C. Source code system
    D. Social media system

48. What are the two categories that include intellectual and knowledge-based assets?

A. Explicit knowledge; tacit knowledge
B. Efficient knowledge; tacit knowledge
C. Intelligent knowledge; explicit knowledge
D. Open knowledge; closed knowledge

49. What is the type of knowledge that is contained in people's heads?

A. Explicit knowledge
B. Virtual knowledge
C. Tacit knowledge
D. Pure knowledge

50. What is the type of knowledge that consists of anything that can be documented, archived and codified, often with the help of IT?

A. Tacit knowledge
B. Explicit knowledge
C. Pure knowledge
D. Virtual knowledge

51. Which of the below represents an example of why an employer would use social media?

A. To find potential job candidates via LinkedIn
B. To review potential job candidates by viewing their Facebook page
C. To attract new job candidates via YouTube
D. All the answers are correct.

52. What are the two basic functions that social networking sites provide?

A. The ability to create and publish your own software
B. The ability to create and maintain a profile that is your online identity and create connections between other people within the network
C. The ability to capture and create URLs and RSSs
D. The ability to create URLs and edit RSS software

53. Social tagging describes the collaborative activity of marking shared online content with keywords or tags as a way to
_____.

A. organise it for future navigation
B. organise it for future filtering
C. organise it for future search
D. All the answers are correct.

54. Using the collective power of a community to identify and classify content significantly _____ content categorisation costs.

A. eliminates
B. raises
C. lowers
D. balances

55. What is one simplification that has occurred with Web 2.0?

A. Helping online users create anonymity
B. Limiting the sharing capabilities of devices
C. Improving access to information
D. Communicating via email

56. What is an online journal that allows users to post their own opinions, comments, graphics and video?

A. Web masters
B. Folksonomy
C. Disintermediation
D. A blog or web log

57. What is the difference between a wiki and a blog?

A. A wiki is free and a blog has a subscription fee
B. A wiki user can alter the original content of an article, where a blog user can only add information as a comment
C. A wiki is original content, where a blog is used sources
D. All the answers are correct

58. Many websites, blogs and podcasts use _____ to constantly feed news to consumers instead of having the consumer search for the news.

   A. Mashup
   B. Source code
   C. RSS
   D. SNA

59. Which of the following best describes Web 3.0?

   A. User-generated online business
   B. Based on the 'intelligent' web where applications use natural language processing
   C. Collaboration and social media
   D. All the answers are correct

60. Which statement below is inaccurate?

   A. Web 2.0 is a simple static website without any interaction with its users
   B. Web 2.0 brings people closer together with information using machines
   C. Web 3.0 brings machines closer together using information
   D. Web 3.0 is a rich 'intelligent' understanding and relationships among concept and topics

61. Which statement below is incorrect?

   A. The semantic web captures, organises and disseminates knowledge (i.e. know-how) throughout an organisation
   B. The semantic web describes the relationships between things
   C. The semantic web describes the properties of things
   D. The semantic web is not about links between webpages

62. Which of the following is not a topic or feature that is included in Web 3.0?

   A. A worldwide database
   B. Intelligent applications
   C. Social networking
   D. Integration of legacy devices

63. An _____ is an extension of an intranet that is available only to authorised outsiders, such as customers, partners and suppliers.

   _____

64. _____ offer many advantages for business including sharing resources, providing opportunities and reducing travel.

    _____

65. One benefit of a connected world, resource _____ makes all applications, equipment (such as a high-volume printer) and data available to anyone on the network, without regard to the physical location of the resource or the user.

    _____

66. Web 3.0 offers a way for people to describe information such that computers can start to _____ the relationships among concepts and topics.

    _____

67. Open ID refers to the provision of an online _____ that can be easily carried to a variety of devices (mobile phones, PCs), allowing for easy authentication across different websites.

    _____

68. Web 3.0 brings machines closer together using information. These new relationships unite people, machines and information so a _____ can be smarter, quicker, more agile and more successful.

    _____

69. Providing network access to those who want or need it helps to level the playing field and removes the digital _____, a worldwide gap giving advantage to those with access to technology.

    _____

70. Web 3.0 is based on _____ web applications using natural language processing, machine-based learning and reasoning and intelligent applications.

    _____

71. Identify the benefits of a connected world.

72. Identify the challenges of a connected world.

73. Explain how Web 2.0 is helping communities network and collaborate.

74. Describe the three Business 2.0 tools for collaborating.

Chapter 02 - Testbank Key

1. An intranet is a restricted network that relies on internet technologies to provide an internet-like environment within the company for information sharing, communications, collaboration, web publishing, and the support of business processes.

    TRUE

2. VPNs are often used to connect to a corporate server. VPN stands for a valued partner network.

    FALSE

3. One of the main benefits of networks is sharing resources which allow companies to be agile, efficient and responsible at the same time.

    TRUE

4.
    The main challenges facing a digitally connected world include security, legal implications of copyright and intellectual property, and social, ethical, and political issues.

    TRUE

5.

Passwords are one of the primary corporate security measures. Fortunately most people have passwords that are not easy to guess.

<u>FALSE</u>

6.

The sharing of content over networks, such as the Internet, is a risk for breaches of privacy, copyright and intellectual property laws. Fortunately, laws governing such content are uniform across the globe.

<u>FALSE</u>

7.   Some of the social challenges with networking occur with newsgroups or blogs where like-minded people can exchange messages. Problems can arise when sensitive social issues become the topic of discussion such as politics or religion.

<u>TRUE</u>

8.   Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers.

<u>TRUE</u>

9.   Sustaining technology produces an improved product that customers are eager to buy.

TRUE

10.   Established companies should take advantage of disruptive technologies without hindering existing relationships with customers, partners and stakeholders.

TRUE

11.

McKinsey did not report that Cloud technology is a disruptive technology.

FALSE

12.   Digital Darwinism implies that organisations that can adapt to the new demands placed on them for surviving in the information age are doomed to extinction.

FALSE

13.   Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers; whereas, sustaining technology produces an improved product that customers are eager to buy.

TRUE

14. Web 2.0 is the next generation of Internet that uses a more mature, distinctive communications platform characterised by new qualities such as collaboration, sharing and being free.

   TRUE

15. Source code is software made available free for any third party to review and modify.

   FALSE

16. The most common form of collective intelligence found outside the organisation is crowdsourcing, or the wisdom of the crowd.

   TRUE

17. Social networks are websites that rely on user participation and user-contributed content, such as Facebook, YouTube and Pinterest.

   TRUE

18. Social tagging is similar to taxonomy except that crowdsourcing determines the tags or keyword-based classification system.

   FALSE

19.   The three Business 2.0 communication and collaboration tools a business can use to harness the power of people include blogs, wikis and real simple syndication (RSS).

TRUE

20.   'Wiki' is a Hawaiian word for quick and is a type of a collaborative webpage that allows users to add, remove and change content.

TRUE

21.   RSS allows a website to constantly feed information and news to consumers instead of having the consumer search for it.

TRUE

22.   Web 3.0 refers to static text-based information websites.

FALSE

23.   What is a disadvantage of networking or performing business in a connected world?

    A. Reduces travel and expenses
    B. Provides opportunities
    C. Shares resources
    D. Increased risk of privacy breaches

    The sharing of content over networks, such as the Internet, is a risk for breaches in privacy, copyright and intellectual property laws.

24.   Which benefits of a connected world makes all applications, equipment (such as a high-volume printer), and data available to anyone on the network, without regard to the physical location of the resource or the user?

    A. Sharing resources
    B. Providing opportunities
    C. Reducing travel
    D. All the answers are correct

    Sharing resources is the benefit of a connected world that makes all applications, equipment (such as a high-volume printer), and data available to anyone on the network, without regard to the physical location of the resource or the user.

25.   An extranet is not available for use by a _____.

    A. Customer
    B. Supplier
    C. Partner
    D. Competitor

An extranet is an extension of an intranet that is only available to authorised outsiders, such as customers, partners and suppliers.

26.   Why would a company use an intranet?

    A. Intranets are used for support of business processes
    B. Intranets are used for communications and collaboration
    C. Intranets are used for web publishing
    D. All the answers are correct

Intranets are used for: (1) support of business processes; (2) communications and collaboration; and (3) web publishing.

27.   What is a major challenge of operating a network in a connected world?

A. Personal issues
B. Society demands
C. Security issues
D. Telecommuting demands

Providing network security is a difficult challenge.

28.   Granting access to corporate networks in an organisation relies on _____ the user?

A. scoring
B. Electronically welcoming
C. parsing
D. identifying

An organisation must identify users before they are granted access to a corporate network and that access should be appropriate for the given user.

29.   Network operators believe that they are like _____ and they cannot be expected to police what users say.

   A. servants
   B. transporters
   C. the post office
   D. pipelines

Network operators feel that, like the post office or phone companies, they cannot be expected to police what users say.

30.   What is the digital divide?

   A. A worldwide gap giving advantage to those with access to technology
   B. A data interruption in the internet connection
   C. A deficiency in school-aged children with computer knowledge
   D. A divide between the economies of third world countries

This is the definition of a digital divide.

31.   What is the worldwide gap giving advantage to those with access to technology?

   A. Digital subscriber
   B. Digital divide
   C. Digital Darwinism
   D. Digital era

This is the definition of a digital divide.

32.   Which of the following statements is true:

   A. Sustaining technologies tend to provide customers with better, faster and cheaper products in established markets.
   B. Sustaining technologies are new ways of doing things that initially do not meet the needs and expectations of existing customers.
   C. Sustaining technologies are developed when organisations cannot adapt to new demands placed upon them for surviving in the information age.
   D. All the answers are correct

Sustaining technology produces an improved product that customers are eager to buy. Examples include a faster car or a larger hard disk drive.

33.   Sony started as a tiny company that built portable, battery-powered transistor radio. The sound quality was poor, but customers were willing to overlook that for convenience and portability. With the experience and revenue stream from these portable radios, Sony improved its technology to produce cheap, low-end transistor amplifiers that were suitable for home use, and invested those revenues in improving the technology further, which produced still better radios. This is an example of:

A. Sustaining technologies.
B. Disruptive technologies.
C. Web 3.0.
D. Digital Darwinism.

Because disruptive technologies are new ways of doing things that do not meet the needs of the existing customers they tend to open new marks or destroy old ones.

34.   The following constitute examples of disruptive technologies:

A. Apple's iPad.
B. Charles Schwab's online brokerage.
C. Hewlett-Packard's ink-jet printers.
D. All the answers are correct

Because disruptive technologies are new ways of doing things that do not meet the needs of the existing customers they tend to open new marks or destroy old ones.

35.   Polaroid, founded in 1937, produced the first instant camera in the late 1940s. The Polaroid camera, whose pictures developed themselves, was one of the most exciting technological advances the photography industry had ever seen. The company eventually went public, becoming one of Wall Street's most prominent enterprises, with its stock trading above US$60 a share in 1997. In 2002, the stock dropped to 8 cents and the company declared bankruptcy. This is an example of:

A. Digital Darwinism.
B.   Increased richness.
C.   Business 2.0.
D.   None of these.

Digital Darwinism implies that organisations which cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction.

36.   Which of the below is not a characteristic of Web 2.0?

A.   Encourages user participation
B. Technical skills are required
C.   Eliminates entry barriers to publishing on the Web
D.   Provides an exciting and vibrant virtual environment

Web 2.0 encourages user participation and the formation of communities to contribute to the content. Technical skills are no longer required to use and publish information to the Web, and eliminate entry barriers for online business. They also provide a virtual environment that is vibrant and important to many.

37.   What is the system that consists of non-proprietary hardware and software based on publicly known standards that allows third parties to create add-on products to plug into or interoperate with the system?

A. Management system
B. Reputation system
C. Knowledge system
D. Open system

This is the definition of open system.

38.   What is software whose source code is available free for any third party to review and modify?

A. Free source
B. Open source
C. Code source
D. Network source

This is the definition of open source.

39.   Erik is the president and owner of Watch Out, a local website development company that helps clients create and build unique websites. Many of his daily tasks are heavily technical in nature and require a high level of computer programming and internet knowledge. Which of the below would Erik primarily use when performing his daily tasks?

        A. Source code
        B. Brick-and-mortar
        C. Information reach
        D. Explicit knowledge

        Source code contains instructions written by a programmer specifying the actions to be performed by computer software. This is his or her main role or responsibility.

40.   e-Business was characterised by few companies or users posting content for the masses. What characterises Web 2.0?

        A. A select few posting content for high-level executives only
        B. The masses posting content for a select few
        C. The masses posting content for the masses
        D. A select few posting specific content for the masses

        e-Business was characterised by few companies or users posting content for the masses. Web 2.0 is characterised by the masses posting content for the masses.

41.   What is web content that is created and updated by many users for many users?

     A. Cybermediation-contributed content
     B. User-generated content
     C. Executive-generated content
     D. Customer-contributed content

This is the definition of user-generated content.

42.   eBay buyers voluntarily comment to other users and sellers on the quality of service, promptness of shipping, and their general satisfaction with the product. This is one of the most popular examples of user-generated content and is called _____.

     A. Reputation system
     B. Knowledge system
     C. Explicit system
     D. User-generated sales cycle

One of the most popular forms of user-generated content is reputation system, where buyers post feedback on sellers.

43.   What is the most common form of collective intelligence found inside the organisation?

A. Crowdsourcing
B. Tacit management
C. Knowledge management
D. Tagging

The most common form of collective intelligence found inside the organisation is knowledge management.

44.   What is the difference between asynchronous and synchronous communication?

A. Asynchronous is real-time communication; synchronous is one-way technology
B. Asynchronous is communication that does not occur at the same time; synchronous communication occurs at the same time

C. Asynchronous communication includes instant messaging; synchronous communication includes email
D. Asynchronous communication is fast and instant; synchronous communication is collected at a single point in time

'Asynchronous' is communication such as email in which the message and the response do not occur at the same time, whereas 'synchronous' refers to communications that occur at the same time, such as IM, chat and video conferencing.

45.   Which of the below is not a characteristic of Web 2.0?

    A. Knowledge management
    B. Collaboration system
    C. Web browser
    D. Explicit knowledge

When reviewing the Web 2.0 characteristic of collaboration inside the organisation, it includes the terms: (1) collaboration system; (2) collective intelligence; (3) knowledge management; (4) knowledge management system; (5) explicit knowledge; and (6) tacit knowledge. Web browser is part of Web 1.0.

46.   Lisa loves her job as an executive recruiter for a large hospital located in Melbourne. Part of Lisa's job requires her to gather industry information, collaborate with partners, compare competitors and tap into the knowledge of prospective employees, partners and customers. Which of the below would Lisa use to perform her job?

    A. Interactivity metrics
    B. Source code
    C. Network effect
    D. Collective intelligence

Collective intelligence is collaborating and tapping into the core knowledge of all employees, partners and customers.

47.   Which system supports the capturing, organisation, and dissemination of knowledge throughout an organisation?

    A. Cybermediation system
    B. Knowledge management system
    C. Source code system
    D. Social media system

This is the definition of a knowledge management system.

48.   What are the two categories that include intellectual and knowledge-based assets?

    A. Explicit knowledge; tacit knowledge
    B. Efficient knowledge; tacit knowledge
    C. Intelligent knowledge; explicit knowledge
    D. Open knowledge; closed knowledge

In general, intellectual and knowledge-based assets fall into one of two categories: explicit or tacit.

49.   What is the type of knowledge that is contained in people's heads?

    A. Explicit knowledge
    B. Virtual knowledge
    C. Tacit knowledge
    D. Pure knowledge

This is the definition of tacit knowledge.

50.   What is the type of knowledge that consists of anything that can be documented, archived and codified, often with the help of IT?

    A. Tacit knowledge
    B. Explicit knowledge
    C. Pure knowledge
    D. Virtual knowledge

This is the definition of explicit knowledge.

51.   Which of the below represents an example of why an employer would use social media?

A.   To find potential job candidates via LinkedIn
B.   To review potential job candidates by viewing their Facebook page
C.   To attract new job candidates via YouTube
D.   All the answers are correct.

Social networking sites can be especially useful to employers trying to find job candidates with unique or highly specialised skill sets that may be harder to locate in larger communities. Many employers also search social networking sites to find 'dirt' and character references for potential employees.

52.   What are the two basic functions that social networking sites provide?

A.   The ability to create and publish your own software
B.   The ability to create and maintain a profile that is your online identity and create connections between other people within the network
C.   The ability to capture and create URLs and RSSs
D.   The ability to create URLs and edit RSS software

The two basic functions that social networking sites provide are the ability to create and maintain a profile that is your online identity and second is the ability to create connections between other people within the network.

53.	Social tagging describes the collaborative activity of marking shared online content with keywords or tags as a way to _____.

A.	organise it for future navigation
B.	organise it for future filtering
C.	organise it for future search
D.	All the answers are correct.

Social tagging describes the collaborative activity of marking shared online content with keywords or tags as a way to organise them for future navigation, filtering or search.

54.	Using the collective power of a community to identify and classify content significantly _____ content categorisation costs.

A.	eliminates
B.	raises
C.	lowers
D.	balances

Using the collective power of a community to identify and classify content significantly lowers content categorisation costs, because there is no complicated nomenclature to learn.

55.   What is one simplification that has occurred with Web 2.0?

    A. Helping online users create anonymity
    B. Limiting the sharing capabilities of devices
    C. Improving access to information
    D. Communicating via email

Web 2.0 simplifies access to information and improves the ability to share it.

56.   What is an online journal that allows users to post their own opinions, comments, graphics and video?

    A. Web masters
    B. Folksonomy
    C. Disintermediation
    D. A blog or web log

This is the definition of a blog.

57.   What is the difference between a wiki and a blog?

   A. A wiki is free and a blog has a subscription fee
   B. A wiki user can alter the original content of an article, where a blog user can only add information as a comment
   C. A wiki is original content, where a blog is used sources
   D. All the answers are correct

The difference between a wiki and a blog is that a wiki user can alter the original content of an article, where a blog user can only add information as a comment.

58.   Many websites, blogs and podcasts use _____ to constantly feed news to consumers instead of having the consumer search for the news.

   A. Mashup
   B. Source code
   C. RSS
   D. SNA

News websites, blogs and podcasts use RSS, constantly feeding news to consumers instead of having them search for it.

59.   Which of the following best describes Web 3.0?

    A. User-generated online business
    B. Based on the 'intelligent' web where applications use natural language processing
    C. Collaboration and social media
    D. All the answers are correct

Web 1.0 refers to static text-based information websites, Web 2.0 is about user-contributed content and Web 3.0 is based on 'intelligent' web applications using natural language processing, machine-based learning and reasoning, and intelligent applications.

60.   Which statement below is inaccurate?

    A. Web 2.0 is a simple static website without any interaction with its users
    B. Web 2.0 brings people closer together with information using machines
    C. Web 3.0 brings machines closer together using information
    D. Web 3.0 is a rich 'intelligent' understanding and relationships among concept and topics

Differences between Web 2.0 and Web 3.0 include: (1) Web 2.0 brings people closer together with information using machines; (2) Web 3.0 brings machines closer together using information; (3) Web 3.0 is a rich 'intelligent' understanding and relationships among concept and topics.

61.   Which statement below is incorrect?

A. The semantic web captures, organises and disseminates knowledge (i.e. know-how) throughout an organisation
B. The semantic web describes the relationships between things
C. The semantic web describes the properties of things
D. The semantic web is not about links between webpages

The semantic web is not about links between webpages, but rather describes the relationships between things (such as A is a part of B, and Y is a member of Z) and the properties of things (e.g. size, weight, age, price).

62.   Which of the following is not a topic or feature that is included in Web 3.0?

A. A worldwide database
B. Intelligent applications
C. Social networking
D. Integration of legacy devices

Topics or features that are sure to be included in Web 3.0 include: (1) integration of legacy devices; (2) intelligent applications; (3) open ID; (4) open technologies; and (5) a worldwide database.

63.   An _____ is an extension of an intranet that is available only to authorised outsiders, such as customers, partners and suppliers.

extranet

64.   _____ offer many advantages for business including sharing resources, providing opportunities and reducing travel.

Networks

65.   One benefit of a connected world, resource _____ makes all applications, equipment (such as a high-volume printer) and data available to anyone on the network, without regard to the physical location of the resource or the user.

sharing

66.   Web 3.0 offers a way for people to describe information such that computers can start to _____ the relationships among concepts and topics.

understand

67.   Open ID refers to the provision of an online _____ that can be easily carried to a variety of devices (mobile phones, PCs), allowing for easy authentication across different websites.

identity

68.   Web 3.0 brings machines closer together using information. These new relationships unite people, machines and information so a _____ can be smarter, quicker, more agile and more successful.

business

69. Providing network access to those who want or need it helps to level the playing field and removes the digital _____, a worldwide gap giving advantage to those with access to technology.

<u>divide</u>

70. Web 3.0 is based on _____ web applications using natural language processing, machine-based learning and reasoning and intelligent applications.

<u>intelligent</u>

71. Identify the benefits of a connected world.

Benefits of a connected world include sharing resources, providing opportunities and reducing travel.

72. Identify the challenges of a connected world.

Challenges in a digitally connected world include security, the legal implications of copyright and intellectual property, and social, ethical and political issues.

73.   Explain how Web 2.0 is helping communities network and collaborate.

Web 2.0 is helping communities network and collaborate via wikis, blogs and real simple syndication (RSS).

74.   Describe the three Business 2.0 tools for collaborating.

A wiki is a type of collaborative web page that allows users to add, remove and change content, which can be easily organised and reorganised as required.

A blog (or web log), is an online journal that allows users to post their own comments, graphics, and video.

Real Simple Syndication (RSS) is a web format used to publish frequently updated works (such as blogs, news headlines, audio and video) in a standardised format.

Chapter 02 - Testbank Summary

Category	_# of Questions_
AACSB: Reflective thinking	74
AACSB: Technology	28
AACSB: Analytical Thinking	45
Accessibility: Keyboard Navigation	74
Bloom's: Analysis	10
Bloom's: Comprehension	22
Bloom's: Knowledge	42
Difficulty: 1 Easy	39
Difficulty: 2 Medium	26
Difficulty: 3 Hard	9
Learning Objective: 02.01 Examine the benefits of a connected world.	11
Learning Objective: 02.02 Examine the challenges of a connected world.	14
Learning Objective: 02.03 Compare disruptive and sustaining technologies, and explain how the Internet and WWW caused business disruption.	10
Learning Objective: 02.04 Describe Web 2.0 and identify its four characteristics.	18
Learning Objective: 02.05 Outline how social media technologies can assist in business networking, communicating and collaboration.	15
Learning Objective: 02.06 Critique Web 3.0 and its impact on the next generation of business.	6
Topic: Benefits of a connected world	11
Topic: Challenges of a connected world	14
Topic: Disruptive and sustaining technologies	10
Topic: Networking communities with web 2.0 technologies	15
Topic: Web 2.0	18
Topic: Web 3.0	6