

Chapter 002 The Internet, the Web, and Electronic Commerce

Multiple Choice Questions

1. Launched in 1969 as a U.S funded project that developed a national computer network, the Internet was initially called _____.

- A. World Wide Web
- B. Intranet
- C. NSFNet
- D. ARPANET

2. The Web was introduced in 1991 at

- A. National Aeronautics and Space Administration (NASA)
- B. Center for European Nuclear Research (CERN)
- C. Research Center for Nuclear Physics (RCNP)
- D. National Science Foundation (NSF)

3. The Internet is a(n) _____ made up of wires, cables, satellites, and rules for exchanging information between computers connected to the network.

- A. actual network
- B. virtual network
- C. multimedia interface
- D. domain name

4. This enabled graphics, animation, sound, and video to be added to the Internet.

- A. Web browser
- B. URI
- C. Web
- D. Shareware

5. The most common way to access the Internet is through _____.

- A. an Internet service provider (ISP)
- B. an instant messaging (IM) service
- C. an application service provider (ASP)
- D. Facebook

Chapter 002 The Internet, the Web, and Electronic Commerce

6. Which of the following is not a well-known Web browser?
- A. Internet Explorer
 - B. Windows Explorer
 - C. Safari
 - D. Google Chrome
7. A web page typically contains _____ which contains the formatting instructions for displaying the web page.
- A. uniform resource locators (URLs)
 - B. top-level domain (TLD)
 - C. Hypertext Markup Language (HTML)
 - D. hyperlinks
8. For browsers to connect to resources on the Internet, the location of the resources must be specified through addresses called _____.
- A. uniform resource locators (URLs)
 - B. top-level domains (TLDs)
 - C. Hypertext Markup Language (HTML)
 - D. hyperlinks
9. In the URL "http://www.simnetonline.com", what is the domain name?
- A. http://www.simnetonline.com
 - B. www.simnetonline.com
 - C. simnetonline
 - D. com
10. In the URL "http://www.simnetonline.com", ".com" is the _____.
- A. top-level domain (TLD)
 - B. uniform resource locator (URL)
 - C. domain name server (DNS)
 - D. domain name

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11. Which programming language is used within HTML documents to trigger interactive features?

- A. CSS
- B. JavaScript
- C. HTML
- D. Visual Basic

12. Which of the following are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts?

- A. Javascript
- B. Applets
- C. AJAX
- D. CSS

13. This type of e-mail account is more widely used because it frees the user from installing and maintaining an e-mail client on every computer used to access e-mail.

- A. Client-based
- B. Web-based
- C. Cloud
- D. Mobile

14. This social networking site is used for professional networking.

- A. Google+
- B. Facebook
- C. Twitter
- D. LinkedIn

15. Twitter is an example of what type of site?

- A. Wiki
- B. Blog
- C. Microblog
- D. Search

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16. _____ typically broadcast live events and use streaming technology in which audio and video files are continuously downloaded to your computer while you are listening to and/or viewing the content.

- A. Webcasts
- B. Blogs
- C. Microblogs
- D. Twitter

17. _____ do/does not use streaming technology and are/is used to download media files to your computer.

- A. Webcasts
- B. Podcasts
- C. Microblogs
- D. Twitter

18. Which of the following is a Web site specially designed to allow visitors to use their browser to add, edit, or delete the site's content?

- A. Wiki
- B. Blog
- C. Webcast
- D. Microblog

19. These special programs continually look for new information and update the databases used by search services.

- A. Spiders
- B. Webcrawlers
- C. Bugs
- D. Hits

Chapter 002 The Internet, the Web, and Electronic Commerce

20. When you enter a keyword or phrase into a search engine the results display as a list of these.
- A. Matches
 - B. Hits
 - C. Subjects
 - D. Entries
21. This type of e-commerce often resembles the electronic version of the classified ads or an auction.
- A. B2C
 - B. C2C
 - C. C2B
 - D. B2B
22. Online banking is an example of what type of e-commerce?
- A. B2C
 - B. C2C
 - C. C2B
 - D. B2B
23. Which of the following is not one of the three basic components of cloud computing?
- A. client organizations and end-users
 - B. service providers
 - C. the Internet
 - D. wireless connectivity
24. Programs that automatically start and operate as a part of your browser are called:
- A. plug-ins
 - B. readers
 - C. pop-ups
 - D. ActiveX controls

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25. Parents can use this type of program to block access to selected Web sites.

- A. Plug-in
- B. FTP
- C. BitTorrent
- D. Filter

26. This method of file transfer has been used for decades and is frequently used for uploading changes to a Web site hosted by an Internet service provider.

- A. SSP
- B. FTP
- C. BitTorrent
- D. Dropbox.com

27. This method of file transfer distributes file transfers across many different computers.

- A. SSP
- B. FTP
- C. BitTorrent
- D. Dropbox.com

True / False Questions

28. The Internet connects millions of computers and resources across the world via wires, cables, and satellite.

True False

29. The Internet and the Web are the same.

True False

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30. In addition to an Internet connection users need browser software to easily display web pages.

True False

31. In order to connect to a Web site, the browser must know only the site's domain name.

True False

32. JavaScript is a language often used within HTML documents to trigger interactive features.

True False

33. Cascading Style Sheets (CSS) are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts.

True False

34. AJAX is an advanced use of JavaScript that is used to create interactive web sites that respond quickly.

True False

35. Client-based e-mail accounts require a special program called an e-mail client to be installed on your computer.

True False

36. Attachments to e-mail messages are always safe to open.

True False

Chapter 002 The Internet, the Web, and Electronic Commerce

37. The CAN-SPAM Act has proven to be more effective than spam blockers at preventing unwanted e-mail.

True False

38. Instant messaging allows text only.

True False

39. Cloud computing is an example of a social networking site.

True False

40. LinkedIn is a social networking site that you should visit if you are looking for professional employment.

True False

41. After a webcast is completed there are no files left on your computer.

True False

42. Wikis allow many individuals to edit a document.

True False

43. All information found on the web through search tools can be considered as factual.

True False

44. One of the biggest challenges for the growth of e-commerce is the development of fast, secure, and reliable payment methods for buying goods.

True False

Chapter 002 The Internet, the Web, and Electronic Commerce

45. RealPlayer and Acrobat Reader are classified as plug-in programs.

True False

46. Cloud computing has the potential to free end-users from owning, maintaining, and storing software and data.

True False

47. Uploading is the process of copying a file from a Web site to your computer.

True False

Fill in the Blank Questions

48. Google Chrome is an example of a Web _____.

49. The _____ protocol is used for Web traffic and is the most widely used Internet protocol.

50. In the URL "http://www.simnetonline.com", "www.simnetonline.com" is the _____ name.

51. HTML stands for _____.

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52. A _____ is a link on a Web page that connects to another Web page.

53. Special Web browsers, called _____ browsers, are designed to run on portable devices such as smartphones and tablets.

54. _____ e-mail accounts do not require an e-mail program to be installed on your computer.

55. Unsolicited e-mail is called _____.

56. _____ messaging is the process of sending short electronic messages using a wireless network.

57. A _____ publishes short sentences that only take a few seconds to write, rather than long stories or posts.

58. The most popular microblogging site is _____.

59. A _____ is a Web site specially designed to allow visitors to use their browser to add, edit, or delete the site's content.

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60. "Wiki" comes from the Hawaiian word for _____.

61. A _____ engine is a specialized program that assists you in locating information on the Web and the Internet.

62. _____ search engines focus on subject-specific web sites and can save time by narrowing your search.

63. When evaluating a Web site's content, whether or not the information is up to date is considered part of the _____ element.

64. _____ cash is the Internet's equivalent to traditional cash.

65. _____ computing provides access to software, programs, and data from anywhere through an Internet connection.

66. A(n) _____ is a collection of utility programs designed to maintain your security and privacy while you are on the Web.

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67. Knowledge of HTML and CSS is considered essential for the job of a _____.

Essay Questions

68.
Describe the evolution of the Internet and Web.

69. Define the parts of a URL.

70. Describe the various technologies used to provide highly interactive and animated web sites.

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71. Briefly explain how instant messaging works.

72. Describe a wiki and explain how a wiki differs from a blog.

73. Explain how a search engine works.

74. Discuss the four elements to consider when evaluating the content and accuracy of information on the Web.

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75. Describe both the advantages, and the disadvantages associated with electronic commerce.

76. Describe the two greatest challenges for e-commerce.

Multiple Choice Questions

1. (p. 28) Launched in 1969 as a U.S funded project that developed a national computer network, the Internet was initially called _____.

- A. World Wide Web
- B. Intranet
- C. NSFNet
- D.** ARPANET

AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-01
Topic: The Internet and the Web

2. (p. 28) The Web was introduced in 1991 at

- A. National Aeronautics and Space Administration (NASA)
- B.** Center for European Nuclear Research (CERN)
- C. Research Center for Nuclear Physics (RCNP)
- D. National Science Foundation (NSF)

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-01
Topic: The Internet and the Web

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

3. (p. 28) The Internet is a(n) _____ made up of wires, cables, satellites, and rules for exchanging information between computers connected to the network.

- A.** actual network
- B. virtual network
- C. multimedia interface
- D. domain name

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-01

Topic: The Internet and the Web

4. (p. 28) This enabled graphics, animation, sound, and video to be added to the Internet.

- A. Web browser
- B. URI
- C.** Web
- D. Shareware

AACSB: Technology

Blooms: Remember

Difficulty: 1 Easy

Learning Outcome: 02-01

Topic: The Internet and the Web

5. (p. 32) The most common way to access the Internet is through _____.

- A.** an Internet service provider (ISP)
- B. an instant messaging (IM) service
- C. an application service provider (ASP)
- D. Facebook

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-02

Topic: Providers

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

6. (p. 32) Which of the following is not a well-known Web browser?

- A. Internet Explorer
- B. Windows Explorer**
- C. Safari
- D. Google Chrome

AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-02
Topic: Browsers

7. (p. 32) A web page typically contains _____ which contains the formatting instructions for displaying the web page.

- A. uniform resource locators (URLs)
- B. top-level domain (TLD)
- C. Hypertext Markup Language (HTML)**
- D. hyperlinks

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-02
Topic: Browsers

8. (p. 32) For browsers to connect to resources on the Internet, the location of the resources must be specified through addresses called _____.

- A. uniform resource locators (URLs)**
- B. top-level domains (TLDs)
- C. Hypertext Markup Language (HTML)
- D. hyperlinks

AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

9. (p. 32) In the URL "http://www.simnetonline.com", what is the domain name?

- A. http://www.simnetonline.com
- B. www.simnetonline.com**
- C. simnetonline
- D. com

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-02
Topic: Browsers

10. (p. 32) In the URL "http://www.simnetonline.com", ".com" is the _____.

- A. top-level domain (TLD)**
- B. uniform resource locator (URL)
- C. domain name server (DNS)
- D. domain name

AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers

11. (p. 33) Which programming language is used within HTML documents to trigger interactive features?

- A. CSS
- B. JavaScript**
- C. HTML
- D. Visual Basic

AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers

12. (p. 33) Which of the following are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts?

- A. Javascript
- B. Applets
- C. AJAX
- D. CSS**

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-02
Topic: Browsers

13. (p. 35) This type of e-mail account is more widely used because it frees the user from installing and maintaining an e-mail client on every computer used to access e-mail.

- A. Client-based
- B. Web-based**
- C. Cloud
- D. Mobile

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: E-mail

14. (p. 38) This social networking site is used for professional networking.

- A. Google+
- B. Facebook
- C. Twitter
- D. LinkedIn**

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: Social Networking

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

15. (p. 39) Twitter is an example of what type of site?

- A. Wiki
- B. Blog
- C. Microblog**
- D. Search

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 1 Easy

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

16. (p. 39) _____ typically broadcast live events and use streaming technology in which audio and video files are continuously downloaded to your computer while you are listening to and/or viewing the content.

- A. Webcasts**
- B. Blogs
- C. Microblogs
- D. Twitter

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 1 Easy

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

17. (p. 39) _____ do/does not use streaming technology and are/is used to download media files to your computer.

- A. Webcasts
- B. Podcasts**
- C. Microblogs
- D. Twitter

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 1 Easy

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

18. (p. 39) Which of the following is a Web site specially designed to allow visitors to use their browser to add, edit, or delete the site's content?

- A.** Wiki
- B. Blog
- C. Webcast
- D. Microblog

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 1 Easy

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

19. (p. 42) These special programs continually look for new information and update the databases used by search services.

- A.** Spiders
- B. Webcrawlers
- C. Bugs
- D. Hits

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-04

Topic: Search Tools

20. (p. 43) When you enter a keyword or phrase into a search engine the results display as a list of these.

- A. Matches
- B.** Hits
- C. Subjects
- D. Entries

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-04

Topic: Search Engines

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

21. (p. 45) This type of e-commerce often resembles the electronic version of the classified ads or an auction.
- A. B2C
 - B. C2C**
 - C. C2B
 - D. B2B

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-06
Topic: Electronic Commerce

22. (p. 45) Online banking is an example of what type of e-commerce?
- A. B2C**
 - B. C2C
 - C. C2B
 - D. B2B

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-06
Topic: Electronic Commerce

23. (p. 46) Which of the following is not one of the three basic components of cloud computing?
- A. client organizations and end-users
 - B. service providers
 - C. the Internet
 - D. wireless connectivity**

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-07
Topic: Cloud Computing

24. (p. 48) Programs that automatically start and operate as a part of your browser are called:

- A.** plug-ins
- B. readers
- C. pop-ups
- D. ActiveX controls

AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-08
Topic: Plug-ins

25. (p. 49) Parents can use this type of program to block access to selected Web sites.

- A. Plug-in
- B. FTP
- C. BitTorrent
- D.** Filter

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-08
Topic: Filters

26. (p. 49) This method of file transfer has been used for decades and is frequently used for uploading changes to a Web site hosted by an Internet service provider.

- A. SSP
- B.** FTP
- C. BitTorrent
- D. Dropbox.com

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-08
Topic: File Transfer Utilities

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

27. (p. 49) This method of file transfer distributes file transfers across many different computers.

- A. SSP
- B. FTP
- C. BitTorrent**
- D. Dropbox.com

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-08
Topic: File Transfer Utilities

True / False Questions

28. (p. 28) The Internet connects millions of computers and resources across the world via wires, cables, and satellite.

TRUE

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-01
Topic: The Internet and the Web

29. (p. 28) The Internet and the Web are the same.

FALSE

AACSB: Technology
Blooms: Understand
Difficulty: 2 Medium
Learning Outcome: 02-01
Topic: The Internet and the Web

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

30. (p. 32) In addition to an Internet connection users need browser software to easily display web pages.

TRUE

*AACSB: Technology
Blooms: Understand
Difficulty: 1 Easy
Learning Outcome: 02-02
Topic: Browsers*

31. (p. 32) In order to connect to a Web site, the browser must know only the site's domain name.

FALSE

*AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers*

32. (p. 33) JavaScript is a language often used within HTML documents to trigger interactive features.

TRUE

*AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers*

33. (p. 33) Cascading Style Sheets (CSS) are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts.

TRUE

*AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers*

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

34. (p. 33) AJAX is an advanced use of JavaScript that is used to create interactive web sites that respond quickly.

TRUE

AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers

35. (p. 35) Client-based e-mail accounts require a special program called an e-mail client to be installed on your computer.

TRUE

AACSB: Communication
AACSB: Technology
Blooms: Understand
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: E-mail

36. (p. 36) Attachments to e-mail messages are always safe to open.

FALSE

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: E-mail

37. (p. 36) The CAN-SPAM Act has proven to be more effective than spam blockers at preventing unwanted e-mail.

FALSE

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-03
Topic: E-mail

38. (p. 37) Instant messaging allows text only.

FALSE

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-03
Topic: Messaging

39. (p. 37) Cloud computing is an example of a social networking site.

FALSE

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-03
Topic: Cloud Computing

40. (p. 38) LinkedIn is a social networking site that you should visit if you are looking for professional employment.

TRUE

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: Social Networking

41. (p. 39) After a webcast is completed there are no files left on your computer.

TRUE

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

42. (p. 39) Wikis allow many individuals to edit a document.

TRUE

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

43. (p. 44) All information found on the web through search tools can be considered as factual.

FALSE

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 3 Hard

Learning Outcome: 02-05

Topic: Content Evaluation

44. (p. 45) One of the biggest challenges for the growth of e-commerce is the development of fast, secure, and reliable payment methods for buying goods.

TRUE

AACSB: Technology

Blooms: Understand

Difficulty: 1 Easy

Learning Outcome: 02-06

Topic: Electronic Commerce

45. (p. 48) RealPlayer and Acrobat Reader are classified as plug-in programs.

TRUE

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-08

Topic: Plug-ins

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

46. (p. 46) Cloud computing has the potential to free end-users from owning, maintaining, and storing software and data.

TRUE

*AACSB: Technology
Blooms: Understand
Difficulty: 2 Medium
Learning Outcome: 02-07
Topic: Cloud Computing*

47. (p. 49) Uploading is the process of copying a file from a Web site to your computer.

FALSE

*AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-08
Topic: File Transfer Utilities*

Fill in the Blank Questions

48. (p. 32) Google Chrome is an example of a Web _____.

browser

*AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-02
Topic: Browsers*

49. (p. 32) The _____ protocol is used for Web traffic and is the most widely used Internet protocol.

http

*AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Topic: Browsers*

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

50. (p. 32) In the URL "http://www.simnetonline.com", "www.simnetonline.com" is the _____ name.
domain

AACSB: Technology
Blooms: Apply
Difficulty: 2 Medium
Learning Outcome: 02-02
Topic: Browsers

51. (p. 32) HTML stands for _____.
Hypertext Markup Language

AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers

52. (p. 33) A _____ is a link on a Web page that connects to another Web page.
hyperlink

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-02
Topic: Browsers

53. (p. 33) Special Web browsers, called _____ browsers, are designed to run on portable devices such as smartphones and tablets.
mobile

AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-02
Topic: Browsers

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

54. (p. 35) _____ e-mail accounts do not require an e-mail program to be installed on your computer.

Web-based

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: E-mail

55. (p. 36) Unsolicited e-mail is called _____.

spam

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: E-mail

56. (p. 36) _____ messaging is the process of sending short electronic messages using a wireless network.

Text

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03
Topic: Messaging

57. (p. 38) A _____ publishes short sentences that only take a few seconds to write, rather than long stories or posts.

microblog

AACSB: Communication
AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-03
Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

58. (p. 39) The most popular microblogging site is _____.

Twitter

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 1 Easy

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

59. (p. 39) A _____ is a Web site specially designed to allow visitors to use their browser to add, edit, or delete the site's content.

wiki

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

60. (p. 39) "Wiki" comes from the Hawaiian word for _____.

fast

AACSB: Communication

AACSB: Technology

Blooms: Remember

Difficulty: 3 Hard

Learning Outcome: 02-03

Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

61. (p. 43) A _____ engine is a specialized program that assists you in locating information on the Web and the Internet.

search

AACSB: Technology

Blooms: Remember

Difficulty: 1 Easy

Learning Outcome: 02-04

Topic: Search Engines

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

62. (p. 43) _____ search engines focus on subject-specific web sites and can save time by narrowing your search.

Specialized

*AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-04
Topic: Specialized Search Engines*

63. (p. 44) When evaluating a Web site's content, whether or not the information is up to date is considered part of the _____ element.

currency

*AACSB: Technology
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-05
Topic: Content Evaluation*

64. (p. 45) _____ cash is the Internet's equivalent to traditional cash.

Digital

*AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-06
Topic: Security*

65. (p. 46) _____ computing provides access to software, programs, and data from anywhere through an Internet connection.

Cloud

*AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-07
Topic: Cloud Computing*

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

66. (p. 50) A(n) _____ is a collection of utility programs designed to maintain your security and privacy while you are on the Web.

Internet security suite

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-08
Topic: Internet Security Suites

67. (p. 51) Knowledge of HTML and CSS is considered essential for the job of a _____.

Webmaster

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-08
Topic: Careers in IT

Essay Questions

68. (p. 28)

Describe the evolution of the Internet and Web.

The Internet was launched in 1969 when the United States funded a project to develop a national computer network called Advanced Research Project Agency Network (ARPANET). The Internet is a large network that connects together smaller networks all over the globe. Initially, the Internet was all text – no graphics, animations, sound, or video. The Web was introduced in 1991 at the Center for European Nuclear Research (CERN) in Switzerland and added a multimedia interface to the resources available on the Internet.

AACSB: Communication
AACSB: Reflective Thinking
AACSB: Technology
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-01
Topic: The Internet and the Web

69. (p. 32) Define the parts of a URL.

For browsers to connect to resources on the Internet, the address of the resources must be specified. These addresses are called uniform resource locators or URLs. All URLs have at least two basic parts. The protocol is the first part of the address and specifies which protocol (set of rules for exchanging data) to use when connecting to the Internet resources. In the example, `http://www.espn.com`, the protocol is `http`. The protocol `http` is used for Web traffic and is the most widely used Internet protocol. The second part of the URL is the domain name, for example `www.espn.com`. This indicates the specific address where the resource is located. The part of the domain name following the dot (.) is the top-level domain. It identifies the type of organization. A ".com" top-level domain indicates a commercial site.

AACSB: Reflective Thinking

AACSB: Technology

Blooms: Remember

Difficulty: 2 Medium

Learning Outcome: 02-02

Topic: Browsers

70. (p. 33) Describe the various technologies used to provide highly interactive and animated web sites.

Cascading Style Sheets (CSS) are files inserted into an HTML document that control the appearance of Web pages including layout, colors, and fonts. CSS helps to ensure that related Web pages have a consistent presentation or look. JavaScript is a language often used within HTML documents to trigger interactive features, such as opening new browser windows and checking information entered in online forms. AJAX, an advanced use of JavaScript, is used to create interactive Web sites that respond quickly. Applets are programs that can be downloaded quickly and run by most browsers. They are used to present animation, display graphics, provide interactive games, and much more.

AACSB: Reflective Thinking

AACSB: Technology

Blooms: Understand

Difficulty: 2 Medium

Learning Outcome: 02-02

Topic: Browsers

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

71. (p. 37) Briefly explain how instant messaging works.

Instant messaging (IM) is an extension of e-mail that allows two or more people to contact each other via direct, live communication. To use instant messaging, you specify a list of friends and register with an instant messaging server. Whenever you connect to the Internet, special software informs your messaging server that you are online. In response, the server will notify you if any of your contacts are online. At the same time, it notifies your friends that you are online. You can then send messages directly back and forth to one another.

AACSB: Communication
AACSB: Reflective Thinking
AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-03
Topic: Messaging

72. (p. 39) Describe a wiki and explain how a wiki differs from a blog.

A wiki is a Web site designed to allow visitors to use their browser to add, edit, or delete that site's content. Wikis support collaborative writing in which there isn't a single expert author, but rather a community of interested people that builds knowledge over time. Although blogs may have multiple authors, community feedback is limited to adding comments to the site. Blogs are not a collaborative effort like wikis.

AACSB: Communication
AACSB: Reflective Thinking
AACSB: Technology
Blooms: Understand
Difficulty: 3 Hard
Learning Outcome: 02-03
Topic: Blogs, Microblogs, Webcasts, Podcasts, and Wikis

Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

73. (p. 43) Explain how a search engine works.

To use a search Web site, you enter a keyword or phrase reflecting the information you want. The search engine compares your entry against its database and returns a list of hits, or sites that contain the keywords. Each hit includes a link to the referenced Web page (or other resource) along with a brief discussion of the information contained at that location. Many searches result in a large number of hits. For example, if you were to enter the keyword *music*, you would get billions of hits. Search engines order the hits according to those sites that most likely contain the information requested and present the list to you in that order, usually in groups of 10.

AACSB: Reflective Thinking
AACSB: Technology
Blooms: Understand
Difficulty: 1 Easy
Learning Outcome: 02-04
Topic: Search Engines

74. (p. 44) Discuss the four elements to consider when evaluating the content and accuracy of information on the Web.

There are four elements to consider when evaluating the accuracy of information on the Web: authority, accuracy, objectivity, and currency. Authority refers to the author's expertise on the subject. Is the site an official site for the information presented, or is the site an individual's personal Web site? In order to determine the accuracy of a Web site, consider whether or not the information has been critically reviewed for correctness prior to posting on the Web. Does the Web site provide a method to report inaccurate information to the authors? Objectivity is reached when the information is factually reported without an author bias. Finally, currency is the timeliness of the Web site. Is the information up to date? Does the site specify the date when the site was last updated?

AACSB: Reflective Thinking
AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-05
Topic: Content Evaluation

Chapter 002 The Internet, the Web, and Electronic Commerce Key

75. (p. 44-45) Describe both the advantages, and the disadvantages associated with electronic commerce.

Electronic commerce, also known as e-commerce, is the buying and selling of goods over the Internet. The underlying reason for the rapid growth in e-commerce is that it provides incentives for both buyers and sellers. From the buyer's perspective, goods and services can be purchased at any time of day or night. Traditional commerce is typically limited to standard business hours when the seller is open. Additionally, buyers no longer have to physically travel to the seller's location. From the seller's perspective, the costs associated with owning and operating a retail outlet can be eliminated. Another advantage is reduced inventory. Some of the disadvantages include the inability to provide immediate delivery of goods, the inability to "try on" prospective purchases, and questions relating to the security of online payments.

AACSB: Reflective Thinking

AACSB: Technology

Blooms: Understand

Difficulty: 2 Medium

Learning Outcome: 02-06

Topic: Electronic Commerce

76. (p. 45) Describe the two greatest challenges for e-commerce.

The two greatest challenges for e-commerce is the development of (1) fast, secure, and reliable payment methods for purchased goods and (2) providing convenient ways to provide required information such as mailing addresses and credit card information. The two basic payment options are: credit cards and digital cash. Credit cards are convenient and fast but credit card fraud is a major concern for both buyers and sellers. Digital cash is the Internet's equivalent to traditional cash. Buyers purchase digital cash from a third party (a bank that specializes in electronic currency) and use it to purchase goods. Sellers convert the digital cash to traditional currency through the third party. Although not as convenient as credit card purchases, digital cash is more secure.

AACSB: Reflective Thinking

AACSB: Technology

Blooms: Understand

Difficulty: 2 Medium

Learning Outcome: 02-06

Topic: Electronic Commerce