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Chapter 1

Introduction to eMarketing

True/False Questions

1. The growth of Internet usage has resulted in the declining distribution of traditional media.
True; Easy
2. One of the benefits of eMarketing is that the strategies need not be user-centric.
False; Easy
3. ARPA stands for Advanced Research Projects Agency.
True; Easy
4. Alan Emtage developed rules for the World Wide Web and was credited as being the “Web’s father.”
False; Moderate
5. The World Wide Web is a subset of the Internet.
True; Easy
6. A URL is a virtual link from one document on the World Wide Web to another.
False; Moderate
7. A hyperlink describes where on the Internet a document is.
False; Easy
8. A URL is what you enter in the address bar of the browser because it is the address of that document on the Internet.
True; Easy
9. A URL provides information to both browsers and people.
True; Easy
10. Hyperlinks translate to IP addresses.
False; Easy
11. Every Web site corresponds to an IP address.
True; Moderate
12. Only one domain can translate to one IP address.
False; Moderate
13. When you enter a URL into the address bar of a browser, the cookies indicate where the document is that you are linking to.
False; Moderate
14. The TLD can give information about the nature of the domain.
True; Easy
15. .ac is the TLD used by academic institutions.

True; Easy

16. 3G is a form of Internet access that uses telephone lines.

False; Easy

17. WiMAX is considered a potential competitor to cable modems and DSL for residential broadband.

True; Easy

Multiple Choice Questions

1. In 1971, Ray Tomlinson created the:
- printed circuit board for modern computers.
 - first fully functional browser.
 - first network email application.
 - desktop operating system.
 - 16-bit semiconductor chip.

c; Moderate

2. In 1982, the standard network protocol established was _____.

- DHTML
- Dynamic HTML
- HTTP
- Ethernet
- TCP/IP

e; Moderate

3. Which of the following companies had the first registered domain name?

- Symbolics
- Bellcore
- Spectra
- Microsoft
- Apple

a; Moderate

4. What is the contribution regarding technological advance that Senator Al Gore is credited with?

- The first chairman of ICANN
- Pioneered newer legislations regarding dotcom companies
- Assisted in the funding for building information network for American universities
- Advisor to the ARPANET committee
- Coined the term “information highway”

e; Easy

5. What is special about the year 1996 in Yahoo!’s history?

- Yahoo is launched on the stock exchange.
- Reuters provides funds for Yahoo!.
- Yahoo launches the world’s first blog.
- Yahoo’s user traffic reaches the one million mark.
- Yahoo was incorporated.

a; Moderate

6. Peter Merholz is credited with:
- founding and propagating XML.
 - co-founding Amazon.com along with Jeff Bezos.
 - coining the word 'blog.'
 - designing the first thin-client email application.
 - operating the first e-commerce business.
- c; Moderate**
7. In 2006, whom did Time magazine name as the person of the year?
- YouTube
 - You
 - Jeff Bezos
 - The smiley
 - Larry Page
- b; Easy**
8. In 1998, _____ was released to enable compatibility between different computer systems.
- hypertext markup language
 - hypertext transfer protocol
 - client-server computing
 - extensible markup language
 - packet-switching protocol
- d; Easy**
9. In its simplest form, _____ is a collection of connected documents or objects.
- a thin client
 - the firewall
 - a server
 - the Internet
 - a WAN
- d; Moderate**
10. A _____ is a virtual link from one document on the World Wide Web to another.
- blog
 - cursor
 - hyperlink
 - tag
 - script
- c; Easy**
11. URL stands for:
- Universal Reference Location
 - Uniform Resource Locator
 - Unified Resource Link
 - Unicode Reference Locator
 - Universal Records Link
- b; Moderate**
12. URLs include _____, which translate to IP addresses.
- resource locators
 - scripts

- c. HTML tags
- d. domain names
- e. cookies

d; Moderate

13. A(n) _____ is a structured series of dots and numbers indicating where a Web page physically located.

- a. script
- b. IP address
- c. URL
- d. HTML tag
- e. directory

b; Moderate

14. Top-level domains are also called _____.

- a. hypertext tags
- b. resource locators
- c. primary addresses
- d. embedded locations
- e. domain extensions

e; Moderate

15. Which of the following is NOT true regarding domain names?

- a. Every Web site corresponds to an IP address.
- b. Only one domain can translate to one IP address.
- c. A hyperlink is a virtual link from one document on the World Wide Web to another.
- d. A URL provides information to both browsers and people.
- e. The TLD can indicate the country in which a domain is registered.

b; Moderate

16. _____ refers to any connection type of a family of wireless LAN data standards (IEEE 802.11) which is used fairly ubiquitously for corporate and home connectivity.

- a. ADSL
- b. Broadband
- c. Wi-Fi
- d. 3G
- e. Dial-up

c; Moderate

Short Answer Questions

1. List the role of ARPA in the growth of the Internet.
In 1958, U.S. the U.S. Department of Defense established ARPA (Advanced Research Projects Agency) to lead science and military technological developments. In 1969, ARPANET went live and U.S. universities connected network facilities for the first time. In 1973, protocols to enable multinet network opportunities were developed and first international ARPANET connections were made.
Moderate
2. List some of the significant events in the world of Internet development in the year 2006.
Some of the major events in 2006 were:

Google bought YouTube for \$1.6 billion; Facebook membership was opened to all; Technorati.com noted that a blog is created every second of every day; Time magazine named “You” as person of the year due to online activity.

Moderate

3. How is the World Wide Web related to the Internet?

The Internet is a worldwide network that allows for information to be shared between users (also known as “nodes”). The World Wide Web is a subset of this that caters specifically to Web sites.

Moderate

4. Describe the function of URLs.

A URL provides information to both browsers and people. URLs include domain names, which translate to IP addresses. Every Web site corresponds to an IP address, which is a structured series of dots and numbers indicating where it is physically located. When you enter a URL into the address bar of a browser, the DNS record indicates where the document is that you are linking to. Many domains can translate to the same IP address.

Moderate

5. What is the function of the top-level domains?

The domain is the registered domain name of the Web site and the subdomain is a domain that is part of a larger domain. The top-level domain (TLD), which is uppermost in the hierarchy of domain names, is also known as the domain extension. The TLD can indicate the country in which a domain is registered and can also give information about the nature of the domain.

Moderate

6. List some of the various TLDs in use today.

TLDs can give information about the nature of the domain. Some of the TLDs in use today are.

.com: the most common TLD

.co.za, .co.uk, .com.au: these TLDs give country information

.org: used by nonprofit organizations

.gov: used by governments

.ac, .edu: used by academic institutions

Moderate

7. What is a dial-up connection? How does it connect across equipments?

Dial-up is a form of Internet access that uses telephone lines. The user’s computer or router uses an attached modem connected to a telephone line to dial into an Internet service provider’s (ISP) node to establish a modem-to-modem link, which is then used to route Internet Protocol (IP) packets between the user’s equipment and the host’s.

Moderate

8. Describe WiMAX.

WiMAX is a wireless WAN standard (IEEE 802.16) designed to provide portable (eventually mobile) wireless broadband access. Single WiMAX antennas can provide coverage over large physical areas, making deployment potentially very cost effective. Although not widely available as of 2007, it is sometimes considered a potential competitor to cable modems and DSL for residential broadband.

Moderate

Fill in the Blanks

1. Marketing in an Internet-connected environment and using that connectivity to market is _____.
eMarketing; Easy
2. In 1969, _____, commissioned by the U.S. Department of Defense, went live and U.S. universities were able to connect their networks.
ARPANET; Moderate
3. The entity established by the U.S. Department of Defense to lead science and military technological developments, ARPA, stands for _____.
Advanced Research Projects Agency; Easy
4. In 1980, _____ developed rules for the World Wide Web and was credited as being the “Web’s father.”
Tim Berners-Lee; Moderate
5. The _____ is what you enter in the address bar of the browser because it is the address of that document on the Internet.
URL; Easy
6. Users of the Internet are also known as _____.
nodes; Easy
7. The _____ is uppermost in the hierarchy of domain names.
top-level domain; Easy
8. The _____ can indicate the country in which a domain is registered.
top-level domain; Moderate
9. A _____ is a domain that is part of a larger domain.
subdomain; Moderate
10. A(n) _____ is a folder to organize content.
directory; Easy
11. The TLD used by nonprofit organizations is _____.
.org; Moderate
12. When you enter a URL into the address bar of a browser, the _____ indicates where the document is that you are linking to.
DNS record; Moderate
13. A _____ is a form of Internet access that uses telephone lines.
dial-up; Easy
14. _____ stands for third generation cellular network.
3G; Easy
15. _____ is the Internet connection that delivers a relatively high bit rate, that is, any bit rate at or above 256 Kbps.
Broadband; Easy

16. _____ is a DSL line where the upload speed is different from the download speed; usually the download speed is much greater.
ADSL; Moderate