

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) _____.
 - 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. Sharewares

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

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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 to allow the page to display Internet resources.
- A. uniform resource locators (URLs)
 - B. top-level domain (TLD)
 - C. Hypertext Markup Language (HTML)
 - D. hyperlinks
8. For browsers to connect to a resource on the Internet, the location of the resource 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. 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. Applets are written in which programming language?

- A. AJAX
- B. JavaScript
- C. HTML
- D. Java

12. Which one of the following has been difficult to enforce due to the fact that over 50 percent of all spam originates from servers outside the United States?

- A. Spam blocking
- B. E-mail filtering
- C. Photo identity
- D. CAN-SPAM Act

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

- A. MySpace
- B. Facebook
- C. Twitter
- D. LinkedIn

14. This social networking site provides a wide array of features and applications including instant messaging, photo, video sharing and games.

- A. MySpace
- 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 not use streaming technology and are used to download media files to your computer.

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

18. Which type of search engine presents a list of topics or categories from which you select subtopics until your search is narrowed to a list of Web sites?

- A. Directory search
- B. Keyword search
- C. Metasearch
- D. Reference search

19. Programs that automatically submit your search request to several search engines simultaneously are called _____.

- A. metasearch engines
- B. Webcrawlers
- C. spiders
- D. hits

20. Which of these sites is an example of a metasearch engine?

- A. Google
- B. Dogpile
- C. Ask
- D. Medscape

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21. This type of e-commerce often resembles the electronic version of the classifieds 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
25. Parents can use this type of program to block access to selected Web sites.
- A. Plug-in
 - B. FTP
 - C. BitTorrent
 - D. Filter

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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. drop.io

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

- A. SSP
- B. FTP
- C. BitTorrent
- D. drop.io

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

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

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32. Web pages that contain hypertext markup language commands are typically written in Java.

True False

33. Online shopping is the most popular Internet activity.

True False

34. Internet communications include e-mail, instant messaging, social networking, blogs, and wikis.

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

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

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40. LinkedIn is a social networking site where 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. The biggest hurdle for the growth of e-commerce is the evolution of fast, secure, and reliable payment methods for buying goods.

True False

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

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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", "simnetonline.com" is the _____ name.

51. HTML stands for _____.

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

53. Special Web browsers called _____ browsers are designed to run on portable devices such as cell phones.

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

55. Unsolicited e-mail is called _____.

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56. Some software companies have started providing _____ instant messenger programs that support communication with other instant messaging services.

57. A _____ publishes short sentences that only take a few seconds to write.

58. The most popular microblogging site is _____.

59. A _____ is a Web site specially designed to allow visitors to edit pages in order to fill in missing information or correct inaccuracies.

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

61. A _____ search provides a list of categories or topics as a starting point for your search.

62. Medscape.com is an example of a _____ search engine.

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

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64. _____ are criminals who specialize in stealing, trading, and using stolen credit cards over the Internet.

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.

67. Knowledge of HTML 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.

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70. Describe the three basic parts of an e-mail message.

71. Briefly explain how instant messaging works.

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

73. Explain how a directory search works.

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

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

76. Differentiate between auction house sites and person-to-person auction sites.

Multiple Choice Questions

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- A. World Wide Web
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Difficulty: Hard

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Difficulty: Medium

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4. (p. 32) This enabled graphics, animation, sound, and video to be added to the Internet.
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Difficulty: Easy

5. (p. 35) The most common way to access the Internet is through
- A.** an Internet service provider (ISP)
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Difficulty: Medium

6. (p. 35) Which of the following is not a well-known Web browser?
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Difficulty: Easy

7. (p. 36) A Web page typically contains _____ which contains the formatting instructions to allow the page to display Internet resources.
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Difficulty: Hard

9. (p. 36) In the URL "http://www.simnetonline.com", what is the domain name?

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

Difficulty: Medium

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- A. top-level domain (TLD)**
- B. uniform resource locator (URL)
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Difficulty: Hard

11. (p. 37) Applets are written in which programming language?

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- C. HTML
- D. Java**

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12. (p. 39) Which one of the following has been difficult to enforce due to the fact that over 50 percent of all spam originates from servers outside the United States?

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- D. CAN-SPAM Act**

Difficulty: Medium

13. (p. 41) This social networking site is used for professional networking.

- A. MySpace
- B. Facebook
- C. Twitter
- D.** LinkedIn

Difficulty: Easy

14. (p. 40) This social networking site provides a wide array of features and applications including instant messaging, photo, video sharing and games.

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Difficulty: Easy

15. (p. 42) Twitter is an example of what type of site?

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

Difficulty: Easy

16. (p. 42) _____ 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.

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17. (p. 42) _____ do not use streaming technology and are used to download media files to your computer.

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- B. Podcasts**
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18. (p. 46) Which type of search engine presents a list of topics or categories from which you select subtopics until your search is narrowed to a list of Web sites?

- A. Directory search**
- B. Keyword search
- C. Metasearch
- D. Reference search

Difficulty: Easy

19. (p. 47) Programs that automatically submit your search request to several search engines simultaneously are called _____.

- A. metasearch engines**
- B. Webcrawlers
- C. spiders
- D. hits

Difficulty: Medium

20. (p. 47) Which of these sites is an example of a metasearch engine?

- A. Google
- B. Dogpile**
- C. Ask
- D. Medscape

Difficulty: Hard

21. (p. 50) This type of e-commerce often resembles the electronic version of the classifieds ads or an auction.

- A. B2C
- B.** C2C
- C. C2B
- D. B2B

Difficulty: Medium

22. (p. 49) Online banking is an example of what type of e-commerce?

- A.** B2C
- B. C2C
- C. C2B
- D. B2B

Difficulty: Medium

23. (p. 53) 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

Difficulty: Medium

24. (p. 49) 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

Difficulty: Easy

25. (p. 54) Parents can use this type of program to block access to selected Web sites.

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

Difficulty: Medium

26. (p. 55) 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. drop.io

Difficulty: Medium

27. (p. 55) This method of file transfer distributes file transfers across many different computers.

- A. SSP
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- C.** BitTorrent
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Difficulty: Hard

True / False Questions

28. (p. 32) The Internet connects millions of computers and resources across the world via wires, cables, and satellite.

TRUE

Difficulty: Easy

29. (p. 32) The Internet and the Web are the same.

FALSE

Difficulty: Medium

30. (p. 35) In addition to an Internet connection users need browser software to easily display web pages.

TRUE

Difficulty: Easy

31. (p. 36) In order to connect to a Web site, the browser must know only the site's domain name.

FALSE

Difficulty: Hard

32. (p. 37) Web pages that contain hypertext markup language commands are typically written in Java.

FALSE

Difficulty: Hard

33. (p. 38) Online shopping is the most popular Internet activity.

FALSE

Difficulty: Easy

34. (p. 38) Internet communications include e-mail, instant messaging, social networking, blogs, and wikis.

TRUE

Difficulty: Easy

35. (p. 38) Client-based e-mail accounts require a special program called an e-mail client to be installed on your computer.

TRUE

Difficulty: Easy

36. (p. 39) Attachments to e-mail messages are always safe to open.

FALSE

Difficulty: Easy

37. (p. 39) The CAN-SPAM Act has proven to be more effective than spam blockers at preventing unwanted e-mail.

FALSE

Difficulty: Hard

38. (p. 40) Instant messaging allows text only.

FALSE

Difficulty: Medium

39. (p. 40) Cloud computing is an example of a social networking site.

FALSE

Difficulty: Medium

40. (p. 41) LinkedIn is a social networking site where you should visit if you are looking for professional employment.

TRUE

Difficulty: Easy

41. (p. 42) After a webcast is completed there are no files left on your computer.

TRUE

Difficulty: Easy

42. (p. 43) Wikis allow many individuals to edit a document.

TRUE

Difficulty: Medium

43. (p. 48) All information found on the web through search tools can be considered as factual.

FALSE

Difficulty: Hard

44. (p. 51) The biggest hurdle for the growth of e-commerce is the evolution of fast, secure, and reliable payment methods for buying goods.

TRUE

Difficulty: Easy

45. (p. 54) RealPlayer and Acrobat Reader are classified as plug-in programs.

TRUE

Difficulty: Medium

46. (p. 52) Cloud computing has the potential to free end-users from owning, maintaining, and storing software and data.

TRUE

Difficulty: Medium

47. (p. 55) Uploading is the process of copying a file from a Web site to your computer.

FALSE

Difficulty: Easy

Fill in the Blank Questions

48. (p. 35) Google Chrome is an example of a Web _____.

browser

Difficulty: Easy

49. (p. 36) The _____ protocol is used for Web traffic and is the most widely used Internet protocol.

http

Difficulty: Hard

50. (p. 36) In the URL "http://www.simnetonline.com", "simnetonline.com" is the _____ name.

domain

Difficulty: Medium

51. (p. 36) HTML stands for _____.

Hypertext Markup Language

Difficulty: Hard

52. (p. 36) A _____ is a link on a Web page that leads to another Web page.

hyperlink

Hyperlinks connect to other Web pages or documents containing related information (including text files, graphics, audio, and video clips).

Difficulty: Medium

53. (p. 36) Special Web browsers called _____ browsers are designed to run on portable devices such as cell phones.

mobile

Mobile browsers are designed to run on portable devices such as cell phones.

Difficulty: Hard

54. (p. 38) _____ e-mail accounts do not require an e-mail program to be installed on your computer.

Web-based

Difficulty: Easy

55. (p. 39) Unsolicited e-mail is called _____.

spam

Difficulty: Easy

56. (p. 40) Some software companies have started providing _____ instant messenger programs that support communication with other instant messaging services.

universal

Difficulty: Hard

57. (p. 42) A _____ publishes short sentences that only take a few seconds to write.

microblog

Difficulty: Medium

58. (p. 42) The most popular microblogging site is _____.

Twitter

Difficulty: Easy

59. (p. 43) A _____ is a Web site specially designed to allow visitors to edit pages in order to fill in missing information or correct inaccuracies.

wiki

Difficulty: Medium

60. (p. 43) "Wiki" comes from the Hawaiian word for _____.

fast

Difficulty: Hard

61. (p. 47) A _____ search provides a list of categories or topics as a starting point for your search.

directory

Difficulty: Medium

62. (p. 48) Medscape.com is an example of a _____ search engine.

specialized

Difficulty: Hard

63. (p. 48) When evaluating a Web site's content, whether or not the information is up to date is considered part of the _____ element.

currency

Difficulty: Hard

64. (p. 51) _____ are criminals who specialize in stealing, trading, and using stolen credit cards over the Internet.

Carders

Difficulty: Medium

65. (p. 53) _____ computing provides access to software, programs, and data from anywhere through an Internet connection.

Cloud

Difficulty: Medium

66. (p. 56) A(n) _____ is a collection of utility programs designed to maintain your security and privacy while you are on the Web.

Internet security suite

Difficulty: Medium

67. (p. 57) Knowledge of HTML is considered essential for the job of a _____.

Webmaster

Difficulty: Medium

Essay Questions

68. (p. 32) 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.

Difficulty: Easy

69. (p. 36) 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 [espn.com](http://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.

Difficulty: Medium

70. (p. 38) Describe the three basic parts of an e-mail message.

The header appears first and typically includes the e-mail address of the person the message is being sent to, the email address of the person sending the message, a subject line briefly describing the topic of the message, and the names of any file attachments. The second part of the e-mail message is the letter or message itself. Finally, the signature provides additional information about the sender such as name, address, and telephone number.

Difficulty: Easy

71. (p. 39) 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.

Difficulty: Medium

72. (p. 43) Describe a wiki and explain how a wiki differs from a blog.

A wiki is a Web site designed to allow visitors to fill in missing information or correct inaccuracies. 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.

Difficulty: Hard

73. (p. 46) Explain how a directory search works.

In addition to keyword search, most search engines also provide a directory or list of categories or topics such as Finance, Health, and News. In a directory search, you select a category or topic that fits the information that you want. Another list of subtopics related to the topic you selected appears. You select the subtopic that best relates to your topic and another subtopic list appears. You continue to narrow your search in this manner until a list of Web sites appears. This list corresponds to the hit list produced by a keyword search.

Difficulty: Easy

74. (p. 48) 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?

Difficulty: Medium

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

75. (p. 49) 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.

Difficulty: Medium

76. (p. 50) Differentiate between auction house sites and person-to-person auction sites.

Auction house sites sell a wide range of merchandise directly to bidders. The auction house owner presents merchandise that is typically from a company's surplus stock. These sites operate like a traditional auction, and bargain prices are not uncommon. Auction house sites are generally considered safe places to shop. Person-to-person auction sites operate more like flea markets. The owner of the site provides a forum for numerous buyers and sellers to gather. While the owners of these sites typically facilitate the bidding process, they are not involved in completing transactions or in verifying the authenticity of the goods sold. As with purchases at a flea market, buyers and sellers need to be cautious.

Difficulty: Medium