Chapter 02

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. physical network
    B. virtual network
    C. multimedia interface
    D. domain name

4. This version of the web evolved to support more dynamic content creation and social interaction.

    A. Web 1.0

    B. Web 2.0

    C. Web 3.0

    D. Web 4.0

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

6. Which of the following is not a well-known Web browser?

    A. Microsoft Internet Explorer

    B. Windows Explorer

    C. Apple 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

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, business-oriented 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

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 of the following is a website 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

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

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

    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 Website 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

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 website, 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 websites 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 can be a document or an image.

   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

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

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

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42. Wikis allow many individuals to edit the site's content.

   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

45. QuickTime 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 website 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 _____.

_____

52. A(n) _____ 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(n) _____ 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(n) _____ is a website specially designed to allow visitors to use their browser to add, edit, or delete the site's content.

   _____

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

   _____

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

   _____

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

   _____

63. When evaluating a website'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.

   _____

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

   _____

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 websites.

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.

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

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

Chapter 02 The Internet, the Web, and Electronic Commerce Answer Key

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(p. 28) Internet was initially called _____.

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22. Online banking is an example of what type of e-commerce?
(p. 44)

    A. B2C

    B. C2C

    C. C2B

    D. B2B

Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-07 Identify electronic commerce, including B2C, C2C, B2B, and security issues
Topic: Electronic Commerce

23. Which of the following is not one of the three basic components of cloud computing?
(p. 46)

    A. client organizations and end-users

    B. service providers

    C. the Internet

    D. wireless connectivity

AACSB: Technology
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 3 Hard
Learning Outcome: 02-08 Describe cloud computing, including the three-way interaction of clients, Internet, and service providers
Topic: Cloud Computing

24. Programs that automatically start and operate as a part of your browser are called _____.
(p. 34)

    A. plug-ins

    B. readers

    C. pop-ups

    D. ActiveX controls

AACSB: Technology
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites
Topic: Web Utilities

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

(p. 34)

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26.   This method of file transfer has been used for decades and is frequently used for uploading

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True / False Questions

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

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

    <u>FALSE</u>

30. In addition to an Internet connection, users need browser software to easily display web
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      <u>TRUE</u>

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(p. 33)

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

      <u>TRUE</u>

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

TRUE

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

TRUE

35. Client-based e-mail accounts require a special program called an e-mail client to be installed
(p. 37) on your computer.

TRUE

36. Attachments to e-mail messages can be a document or an image.

(p. 37)

    <u>TRUE</u>

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

(p. 38) unwanted e-mail.

    <u>FALSE</u>

38. Instant messaging allows text only.

(p. 38)

    <u>FALSE</u>

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

(p. 45-46)

FALSE

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

(p. 40)

TRUE

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

(p. 41)

TRUE

42. Wikis allow many individuals to edit the site's content.

(p. 41)

    <u>TRUE</u>

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

(p. 43)

    <u>FALSE</u>

44. One of the biggest challenges for the growth of e-commerce is the development of fast, secure,

(p. 44) and reliable payment methods for buying goods.

    <u>TRUE</u>

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

(p. 34)

    <u>TRUE</u>

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

   <u>TRUE</u>

47. Uploading is the process of copying a file from a website to your computer.
(p. 35)

   <u>FALSE</u>

Fill in the Blank Questions

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

   <u>browser</u>

49. The _____ protocol is used for web traffic and is the most widely used Internet protocol.
(p. 33)

http

50. In the URL "http://www.simnetonline.com", "www.simnetonline.com" is the _____ name.
(p. 33)

domain

51. HTML stands for _____.
(p. 33)

Hypertext Markup Language

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

hyperlink

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

<u>mobile</u>

54. _____ e-mail accounts do not require an e-mail program to be installed on your computer.
(p. 33)

<u>Web-based</u>

55. Unsolicited e-mail is called _____.
(p. 38)

<u>spam</u>

56. _____ messaging is the process of sending short electronic messages using a wireless
(p. 38) network.

<u>Text</u>

57. A(n) _____ publishes short sentences that only take a few seconds to write, rather than long
(p. 41) stories or posts.

<u>microblog</u>

58. The most popular microblogging site is _____.
(p. 41)

<u>Twitter</u>

59. A(n) _____ is a website specially designed to allow visitors to use their browser to add, edit,
(p. 41) or delete the site's content.

wiki

60. "Wiki" comes from the Hawaiian word for _____.
(p. 41)

fast

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

search

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

Specialized

63. When evaluating a website's content, whether or not the information is up to date is considered
(p. 43) part of the _____ element.

currency

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

Digital

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

Cloud

66. A(n) _____ is a collection of utility programs designed to maintain your security and privacy
(p. 35) while you are on the web.

Internet security suite

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-03 Compare different web utilities including plug-ins, filters, file transfer utilities, and Internet security suites
Topic: Web Utilities

67. Knowledge of HTML and CSS is considered essential for the job of a(n) _____.
(p. 47)

webmaster

AACSB: Technology
Blooms: Remember
Difficulty: 2 Medium
Learning Outcome: 02-02 Explain how to access the web using providers and browsers
Topic: Careers in IT

Essay Questions

68. Describe the evolution of the Internet and web.
(p. 28)

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.

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

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.

70. Describe the various technologies used to provide highly interactive and animated websites.
(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. CSS helps to ensure that related web pages have a consistent presentation or look. JavaScriptis 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 websites 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 Explain how to access the web using providers and browsers
Topic: Internet Access

71. Briefly explain how instant messaging works.
(p. 38)

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: Apply
Difficulty: 2 Medium
Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging,
social networking, blogs, microblogs, webcasts, podcasts, and wikis

72. Describe a wiki and explain how a wiki differs from a blog.
(p. 41)

A wiki is a website designed to allow visitors to use their browser to add, edit, or delete that site's content. Wikis support collaborative writing in which there is not 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: Analytic
AACSB: Communication
AACSB: Technology
Blooms: Analyze
Difficulty: 3 Hard
Learning Outcome: 02-04 Compare different Internet communications, including e-mail, text messaging, instant messaging, social networking, blogs, microblogs, webcasts, podcasts, and wikis
Topic: Communication

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

To use a search website, 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: 2 Medium
Learning Outcome: 02-05 Describe search tools, including search engines and specialized search engines
Topic: Search Tools

74. Discuss the four elements to consider when evaluating the content and accuracy of information
(p. 43) 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 website? In order to determine the accuracy of a website, consider whether or not the
information has been critically reviewed for correctness prior to posting on the web. Does the
website 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 website. Is the information up to date? Does the site specify the date when
the site was last updated?

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

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.

76. Describe the two greatest challenges for e-commerce.
(p. 44)

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.