

## Chapter 1 – Introduction to HTML, XHTML, and CSS

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### MULTIPLE CHOICE

- The world's largest network is \_\_\_\_\_.
  - the Internet
  - the World Wide Web
  - Newsnet
  - both A and BANS: A                      PTS: 1                      REF: HTML 2
- ISPs utilize \_\_\_\_\_ data lines to allow individuals and companies to connect to the Internet backbone for access to the Internet.
  - high-speed
  - medium-speed
  - low-speed
  - both A and BANS: D                      PTS: 1                      REF: HTML 3
- A(n) \_\_\_\_\_ is a company that has a permanent connection to the Internet backbone.
  - ASP
  - ISP
  - PSP
  - P2PANS: B                      PTS: 1                      REF: HTML 3
- Users with computers connected to the Internet can access \_\_\_\_\_.
  - the World Wide Web
  - social networking
  - e-mail
  - all of the aboveANS: D                      PTS: 1                      REF: HTML 3
- \_\_\_\_\_ is a set of rules for exchanging text, graphic, sound, video, and other multimedia files.
  - HTML
  - ISP
  - HTTP
  - ASPANS: C                      PTS: 1                      REF: HTML 4
- The \_\_\_\_\_ page of a Web site often serves as an index or table of contents to other documents and files displayed on the site.
  - home
  - table
  - tools
  - serverANS: A                      PTS: 1                      REF: HTML 4
- Each Web site contains a(n) \_\_\_\_\_ page, which is the first document users see when they access the site.
  - home
  - table
  - tools
  - serverANS: A                      PTS: 1                      REF: HTML 4
- Web pages are stored on a(n) \_\_\_\_\_, which is a computer that stores and sends requested Web pages and other files.
  - table
  - ISP
  - index
  - hostANS: D                      PTS: 1                      REF: HTML 4

9. \_\_\_\_ is copying the Web pages and associated files such as graphics and audio to a Web server.
- a. Downloading
  - b. Publishing
  - c. Uploading
  - d. Linking

ANS: B                      PTS: 1                      REF: HTML 4

10. Any computer that has the appropriate software installed on it and is connected to the Internet can act as a Web \_\_\_\_.
- a. server
  - b. proxy
  - c. key
  - d. transfer protocol

ANS: A                      PTS: 1                      REF: HTML 4

11. A very large Web site may be spread over a number of \_\_\_\_ in different geographic locations.
- a. clients
  - b. proxies
  - c. servers
  - d. protocols

ANS: C                      PTS: 1                      REF: HTML 4

12. A(n) \_\_\_\_ site is a site generally available to the public.
- a. extranet
  - b. Internet
  - c. intranet
  - d. newsnet

ANS: B                      PTS: 1                      REF: HTML 5

13. A(n) \_\_\_\_ is a private network that uses Internet technologies to share company information among employees.
- a. newsnet
  - b. Internet
  - c. extranet
  - d. intranet

ANS: D                      PTS: 1                      REF: HTML 5

14. A(n) \_\_\_\_ is contained within a company or organization's network.
- a. extranet
  - b. newsnet
  - c. intranet
  - d. Internet

ANS: C                      PTS: 1                      REF: HTML 5

15. A(n) \_\_\_\_ can be used to share forms or organization schedules with employees or members.
- a. newsnet
  - b. Internet
  - c. intranet
  - d. commerce network

ANS: C                      PTS: 1                      REF: HTML 5

16. A(n) \_\_\_\_ is a private network that uses Internet technologies to share business information with select corporate partners or key customers.
- a. extranet
  - b. intranet
  - c. newsnet
  - d. Internet

ANS: A                      PTS: 1                      REF: HTML 5

17. One use of a(n) \_\_\_\_ might be to support e-commerce to allow retailers to purchase inventory directly or to pay bills online.
- a. intranet
  - b. extranet
  - c. Internet
  - d. newsnet

ANS: B                    PTS: 1                    REF: HTML 5

18. Using \_\_\_\_ technologies, Web sites can enable customers to browse product catalogs, comparison shop, and order products online.
- a. dynamic
  - b. FAQ
  - c. e-commerce
  - d. intranet

ANS: C                    PTS: 1                    REF: HTML 5

19. In order to view a Web page on any type of Web site, a computer needs to have a Web \_\_\_\_ installed.
- a. browser
  - b. client
  - c. manager
  - d. explorer

ANS: A                    PTS: 1                    REF: HTML 7

20. A Web \_\_\_\_ is a program that interprets and displays Web pages and enables you to view and interact with a Web page.
- a. surfer
  - b. browser
  - c. resource locator
  - d. client

ANS: B                    PTS: 1                    REF: HTML 7

21. A(n) \_\_\_\_ is the address of a document or other file accessible on the Internet.
- a. client
  - b. URL
  - c. explorer
  - d. tag

ANS: B                    PTS: 1                    REF: HTML 7

22. To locate a Web page using a browser, you type its \_\_\_\_ in the browser's Address or Location bar.
- a. tag
  - b. URL
  - c. header
  - d. index

ANS: B                    PTS: 1                    REF: HTML 7

23. An example of a(n) \_\_\_\_ on the Web is <http://www.cengagebrain.com/shop/index.html>.
- a. URL
  - b. tag
  - c. header
  - d. index

ANS: A                    PTS: 1                    REF: HTML 7

24. \_\_\_\_ is an authoring language used to create documents on the World Wide Web.
- a. URL
  - b. XDL
  - c. HTTP
  - d. HTML

ANS: D                    PTS: 1                    REF: HTML 8

25. \_\_\_\_ uses markup to define the structure and layout of a Web document.
- a. Perl
  - b. JavaScript
  - c. HTML
  - d. SGML

ANS: C                    PTS: 1                    REF: HTML 8

26. The \_\_\_\_ tag is used to display a horizontal rule across the page.
- a. <line>
  - b. <across>
  - c. <rule>
  - d. <hr />

ANS: D                    PTS: 1                    REF: HTML 8

27. The most recent version of HTML is HTML\_\_\_\_\_.

- a. 2.0
- b. 3.2
- c. 4.01
- d. 5

ANS: D                      PTS: 1                      REF: HTML 11

28. You can use CSS to alter the \_\_\_\_\_ of a Web page.

- a. content
- b. scripting
- c. style
- d. indexing

ANS: C                      PTS: 1                      REF: HTML 11

29. The term \_\_\_\_\_ describes a combination of HTML tags, CSS, and a scripting language.

- a. CHTML
- b. DOM
- c. XML
- d. XHTML

ANS: B                      PTS: 1                      REF: HTML 11

30. HTML and \_\_\_\_\_ are not the same thing; the latter is a separate language used to enhance the display capabilities of HTML.

- a. DXL
- b. CSS
- c. XML
- d. XHTML

ANS: B                      PTS: 1                      REF: HTML 11

31. \_\_\_\_\_ is an example of a scripting language.

- a. Linux
- b. SQL
- c. JavaScript
- d. C++

ANS: C                      PTS: 1                      REF: HTML 11

32. \_\_\_\_\_ is designed to transport and store data.

- a. XML
- b. XHTML
- c. CSS
- d. DHTML

ANS: A                      PTS: 1                      REF: HTML 12

33. By combining \_\_\_\_\_, XHTML combines the benefits of the display features of one and the stricter coding standards required by the other.

- a. Linux and XML
- b. Perl and HTML
- c. C++ and HTML
- d. HTML and XML

ANS: D                      PTS: 1                      REF: HTML 12

34. An XHTML coding practice is to require that the HTML file include a \_\_\_\_\_ statement.

- a. BODY
- b. DOCTYPE
- c. HEAD
- d. LINK

ANS: B                      PTS: 1                      REF: HTML 12

35. An XHTML coding practice is to require that all attribute values be enclosed by \_\_\_\_\_.

- a. braces
- b. parentheses
- c. angle brackets
- d. single or double quotation marks

ANS: D                      PTS: 1                      REF: HTML 13

36. You can create Web pages using HTML with a simple \_\_\_\_, such as Notepad++, Notepad, TextPad, or SimpleText.
- a. text editor
  - b. HTML editor
  - c. WYSIWYG editor
  - d. development editor

ANS: A                      PTS: 1                      REF: HTML 13

37. You can create Web pages using a(n) \_\_\_\_, such as EditPlus or BBEdit.
- a. code editor
  - b. HTML text editor
  - c. WYSIWYG editor
  - d. development editor

ANS: B                      PTS: 1                      REF: HTML 13

38. You can create Web pages using a(n) \_\_\_\_, such as Adobe Dreamweaver or Amaya.
- a. text editor
  - b. HTML editor
  - c. WYSIWYG editor
  - d. development editor

ANS: C                      PTS: 1                      REF: HTML 13

39. A \_\_\_\_ Web site structure connects Web pages in a treelike structure.
- a. hierarchical
  - b. deep
  - c. broad
  - d. webbed

ANS: A                      PTS: 1                      REF: HTML 18

40. A(n) \_\_\_\_ Web site structure has no set organization.
- a. hierarchical
  - b. broad
  - c. deep
  - d. webbed

ANS: D                      PTS: 1                      REF: HTML 19

## MULTIPLE RESPONSE

### Modified Multiple Choice

1. Because the Web supports \_\_\_\_, a Web page can include this kind of element.
- a. sound
  - b. graphics
  - c. text
  - d. video

ANS: A, B, C, D                      PTS: 1                      REF: HTML 4

2. Companies and organizations can use extranets to share \_\_\_\_.
- a. product manuals
  - b. inventory status
  - c. training modules
  - d. order information

ANS: A, B, C, D                      PTS: 1                      REF: HTML 5

3. \_\_\_\_ is a popular browser in use today.
- a. Microsoft Internet Explorer
  - b. Mozilla Firefox
  - c. Apple Safari
  - d. Mosaic

ANS: A, B, C                      PTS: 1                      REF: HTML 7

4. Most HTML elements consist of \_\_\_\_.
- a. a start tag
  - b. a break tag
  - c. an end tag
  - d. content

ANS: A, C, D      PTS: 1      REF: HTML 9

5. Knowing the \_\_\_\_ of your target audience will help you design a Web site appropriate for all users.
- a. age
  - b. gender
  - c. income level
  - d. level of computer literacy

ANS: A, B, D      PTS: 1      REF: HTML 16

### MODIFIED TRUE/FALSE

1. In XHTML, all tags and attributes must be written in uppercase. \_\_\_\_\_

ANS: F, lowercase

PTS: 1      REF: HTML 13

2. In the design phase, it also is important to consider the processes required to support Web site features.  
\_\_\_\_\_

ANS: F, analysis

PTS: 1      REF: HTML 16

3. The World Wide Web uses a hierarchical structure, so users can navigate among Web pages in any order they choose. \_\_\_\_\_

ANS: F, webbed

PTS: 1      REF: HTML 19

4. Stress testing is a method by which users of a Web site or other product are asked to perform certain tasks in an effort to measure the product's ease-of-use and the user's perception of the experience.  
\_\_\_\_\_

ANS: F, Usability

PTS: 1      REF: HTML 22

5. Compatibility testing is done to verify that a Web site works with a variety of browsers and browser versions. \_\_\_\_\_

ANS: T      PTS: 1      REF: HTML 24

### TRUE/FALSE

1. More than 950 thousand people in 240 countries connect to the Internet using computers in their homes, offices, schools, and public locations such as libraries.

ANS: F      PTS: 1      REF: HTML 3

2. Once a Web page is published, users with access to the Internet can view it, depending on where the Web server is located.

ANS: F                   PTS: 1                   REF: HTML 4

3. An Internet is contained within a company or organization's network.

ANS: F                   PTS: 1                   REF: HTML 5

4. The Internet is password-protected, which makes a safer environment for sharing information.

ANS: F                   PTS: 1                   REF: HTML 6

5. Only text can serve as hyperlinks.

ANS: F                   PTS: 1                   REF: HTML 8

6. HTML is platform dependent.

ANS: F                   PTS: 1                   REF: HTML 8

7. One of the main goals of the NSF is to help those building Web sites understand and utilize standards that make the Web accessible to all.

ANS: F                   PTS: 1                   REF: HTML 10

8. When creating an HTML file, you should separate sections of the HTML code with parentheses.

ANS: F                   PTS: 1                   REF: HTML 10

9. HTML browsers ignore spaces that exist between the tags in your HTML document.

ANS: T                   PTS: 1                   REF: HTML 10

10. Most browsers do not support previous versions of HTML.

ANS: F                   PTS: 1                   REF: HTML 11

11. With CSS, you can specify the style for an element within a single Web page or throughout an entire Web site.

ANS: T                   PTS: 1                   REF: HTML 11

12. HTML provides a set of rules that are used to encode documents in machine-readable form.

ANS: F                   PTS: 1                   REF: HTML 12

13. In XHTML, all tags must be closed, except tags that do not have end tags.

ANS: F                   PTS: 1                   REF: HTML 13

14. Microsoft Word has a Save as Web Page feature that converts a document into an HTML file by automatically adding HTML tags to the document.

ANS: T                   PTS: 1                   REF: HTML 13

15. A text editor creates the HTML code for you as you add elements to the Web page, which means that you do not have to enter HTML tags directly.
- ANS: F                      PTS: 1                      REF: HTML 13-14
16. The Web development life cycle includes the following phases: planning, analysis, design and development, testing, and implementation and maintenance.
- ANS: T                      PTS: 1                      REF: HTML 15
17. Web site planning, which is the second phase of the Web development life cycle, involves identifying the goals or purpose of the Web site.
- ANS: F                      PTS: 1                      REF: HTML 16
18. During the analysis phase, you make decisions about the Web site content and functionality.
- ANS: T                      PTS: 1                      REF: HTML 16
19. You should select a structure for a Web site based on what search engines users are likely to use to find your site.
- ANS: F                      PTS: 1                      REF: HTML 17
20. Most Web sites are a combination of the linear, hierarchical, and webbed structures.
- ANS: T                      PTS: 1                      REF: HTML 19
21. A Web developer should always design for viewing by a diverse audience, including physically impaired and global users.
- ANS: T                      PTS: 1                      REF: HTML 22
22. One way to conduct usability testing is to give users a specific task to complete and then observe how they navigate through the site to complete the task.
- ANS: T                      PTS: 1                      REF: HTML 23
23. Implementation of a Web site involves the actual publishing of the Web pages to a Web server.
- ANS: T                      PTS: 1                      REF: HTML 24
24. You need to ensure that updates to a Web site do not compromise the site's integrity and consistency.
- ANS: T                      PTS: 1                      REF: HTML 24
25. Obtaining and analyzing a Web site's logs allows you to determine the number of visitors and usage patterns, but not the browser types and versions.
- ANS: F                      PTS: 1                      REF: HTML 25

## **COMPLETION**



1. The \_\_\_\_\_ is a worldwide collection of computers and computer networks that links together billions of computers used by businesses, government, educational institutions, organizations, and individuals.

ANS: Internet

PTS: 1 REF: HTML 2

2. A(n) \_\_\_\_\_ is a collection of two or more computers that are connected together to share resources and information.

ANS: network

PTS: 1 REF: HTML 3

3. The \_\_\_\_\_ is a collection of high-speed data lines that connect major computer systems located around the world.

ANS: Internet backbone

PTS: 1 REF: HTML 3

4. The \_\_\_\_\_ is the part of the Internet that supports multimedia and consists of a collection of linked documents.

ANS:

Web  
World Wide Web

PTS: 1 REF: HTML 3-4

5. The linked documents on the Web are known as Web \_\_\_\_\_.

ANS: pages

PTS: 1 REF: HTML 4

6. A(n) \_\_\_\_\_ site is a site generally available to the public.

ANS:  
Internet  
Web

PTS: 1 REF: HTML 5

7. The buying and selling of goods and services on the Internet is called \_\_\_\_\_.

ANS:  
e-commerce  
electronic commerce  
electronic commerce (e-commerce)  
e-commerce (electronic commerce)

PTS: 1 REF: HTML 5

8. A(n) \_\_\_\_\_ is an element used to connect one Web page to another Web page on the same, or a different, Web server located anywhere in the world.

ANS:

hyperlink  
link

PTS: 1 REF: HTML 7

9. HTML uses a set of special instructions called \_\_\_\_\_ to define the structure and layout of a Web document and specify how the page is displayed in a browser.

ANS:

tags  
markup

PTS: 1 REF: HTML 8

10. \_\_\_\_\_ define additional characteristics such as font weight or style for an HTML tag.

ANS: Attributes

PTS: 1 REF: HTML 8

11. HTML is \_\_\_\_\_, meaning you can create, or code, an HTML file on one type of computer and then use a browser on another type of computer to view that file as a Web page.

ANS: platform independent

PTS: 1 REF: HTML 8

12. \_\_\_\_\_ tags and attributes are ones that are no longer recommended in the latest W3C standard.

ANS: Deprecated

PTS: 1 REF: HTML 11

13. \_\_\_\_\_ allows JavaScript and other languages to manipulate the structure of the underlying document to create interactive, animated Web pages.

ANS:  
DOM  
Document Object Model  
Document Object Model (DOM)  
DOM (Document Object Model)

PTS: 1 REF: HTML 12

14. \_\_\_\_\_ is a reformulation of HTML formatting so it conforms to XML structure and content rules.

ANS:

Extensible Hypertext Markup Language (XHTML)  
Extensible Hypertext Markup Language  
XHTML  
XHTML (Extensible Hypertext Markup Language)

PTS: 1                    REF: HTML 12

15. A(n) \_\_\_\_\_ is a program that allows a user to enter, change, save, and print text, such as HTML.

ANS: text editor

PTS: 1                    REF: HTML 13

16. A(n) \_\_\_\_\_, such as EiffelStudio object editor, provides the functionality of an outline editor that allows you to expand and collapse HTML objects and properties, edit parameters, and view graphics attached to the expanded objects.

ANS: HTML object editor

PTS: 1                    REF: HTML 13

17. A(n) \_\_\_\_\_ editor is a program that provides a graphical user interface that allows a developer to preview the Web page during its development.

ANS: WYSIWYG

PTS: 1                    REF: HTML 13

18. A(n) \_\_\_\_\_ Web site structure connects Web pages in a straight line.

ANS: linear

PTS: 1                    REF: HTML 17

19. A(n) \_\_\_\_\_ Web site is one in which the home page is the main index page, and all other Web pages are linked individually to the home page.

ANS: broad

PTS: 1                    REF: HTML 19-20

20. \_\_\_\_\_ testing determines what happens on your Web site when greater numbers of users access the site.

ANS: Stress

PTS: 1                    REF: HTML 24

## MATCHING

*Identify the letter of the choice that best matches the phrase or definition.*

- |                |                 |
|----------------|-----------------|
| a. Web servers | f. HTML         |
| b. XHTML       | g. hierarchical |
| c. usability   | h. FTP          |
| d. broad       | i. log          |
| e. hyperlinks  | j. W3C          |

1. Every Web site is stored on, and runs from, one or more of these.
2. With these, a Web site user does not have to view information linearly.
3. This markup language can be used with other Web technologies to provide additional Web page functionality.
4. In this markup language, all elements must be nested properly.
5. By making other Web pages accessible only through the home page, this kind of Web site forces the user to return to the home page in order to move from one Web page to another.
6. This kind of Web site is one that has many levels of pages.
7. The organization with de facto responsibility for governing HTML.
8. This is the measure of how well a product allows a user to accomplish his or her goals.
9. You can use this kind of software to publish your Web pages to a Web server.
10. A kind of file that lists all of the Web pages that have been requested from a Web site.

- |            |        |                 |
|------------|--------|-----------------|
| 1. ANS: A  | PTS: 1 | REF: HTML 4     |
| 2. ANS: E  | PTS: 1 | REF: HTML 7     |
| 3. ANS: F  | PTS: 1 | REF: HTML 12    |
| 4. ANS: B  | PTS: 1 | REF: HTML 13    |
| 5. ANS: D  | PTS: 1 | REF: HTML 19-20 |
| 6. ANS: G  | PTS: 1 | REF: HTML 18-19 |
| 7. ANS: J  | PTS: 1 | REF: HTML 4     |
| 8. ANS: C  | PTS: 1 | REF: HTML 22    |
| 9. ANS: H  | PTS: 1 | REF: HTML 24    |
| 10. ANS: I | PTS: 1 | REF: HTML 25    |

## ESSAY

1. What is the difference between a text editor, an HTML text editor, and an HTML object editor?

ANS:

A text editor is a program that allows a user to enter, change, save, and print text, such as HTML. Text editors do not have many advanced features but they do allow you to develop HTML documents easily. You can also create Web pages using an HTML text editor, such as EditPlus or BBEdit (MacOS). An HTML text editor is a program that provides basic text-editing functions, as well as more advanced features such as color-coding for various HTML tags, menus to insert HTML tags, and spell checkers. An HTML object editor, such as EiffelStudio object editor, provides the additional functionality of an outline editor that allows you to expand and collapse HTML objects and properties, edit parameters, and view graphics attached to the expanded objects.

PTS: 1                      REF: HTML 13      TOP: Critical Thinking

2. List at least five basic steps to test content and functionality of a Web site.

ANS:

- 1) Validating each Web page by running it through the W3C markup validation service
- 2) Proofreading page content and titles to review for accurate spelling and grammar
- 3) Checking links to ensure that they are not broken and are linked correctly
- 4) Checking graphics to confirm they appear properly and are linked correctly
- 5) Ensuring that accessibility and internationalization issues are addressed
- 6) Testing forms and other interactive page elements
- 7) Testing pages to make sure they load quickly, even over lower-speed connections
- 8) Printing each page to check how printed pages look

PTS: 1                    REF: HTML 22            TOP: Critical Thinking

3. Define compatibility testing and discuss its purpose.

ANS:

Compatibility testing is done to verify that the Web site works with a variety of browsers and browser versions. Initially, test using the browsers that your audience is most likely to use. Different browsers display some aspects of Web pages differently, so it is important to test Web pages in several different browsers to verify they appear correctly in each browser. If you have used technologies that are not supported by older browsers or that require plug-ins, consider changing the content or providing alternative Web pages for viewing in older browsers. If your audience uses both PC and Macintosh computers, you need to test the Web pages using browsers on both platforms. You may also want to test the Web pages in several versions of the same browser (usually the two most recent versions), in the event users have not yet upgraded.

PTS: 1                    REF: HTML 24            TOP: Critical Thinking

## CASE

### Critical Thinking Questions

#### Case 1-1

Mark is charged with setting up a method for distributing information at the university where he works.

1. Mark has been told that the content he needs to distribute will include course lists with student data, lecture notes, and slides that should be available only to the students in a given course. Which of the following technologies is the best choice for him?

a. An extranet because it is the most inclusive technology.
b. An extranet because it is a private network that can be limited to sharing information among members of a particular group.
c. An intranet because it is a private network that can be limited to sharing information among members of a particular group.
d. None of the above

ANS:

C

PTS: 1                    REF: HTML 5            TOP: Critical Thinking

2. When Mark's assignment changes, and he needs to develop a solution for use by the finance office at the university, he is told that he will need to allow vendors to submit their bills online and to check to see if the university has paid their bills. Which of the following technologies is the best choice for him?

a. intranet	c. Internet
b. extranet	d. vendornet

ANS:

B

PTS: 1

REF: HTML 5

TOP: Critical Thinking

### Critical Thinking Questions

#### Case 1-2

You and Sebastian are responsible for collecting all of the questions that members of the team have submitted related to the development of the firm's new Web site and determining at what point those questions are relevant to the development team.

3. One of the questions submitted to Sebastian was, "Who will use this Web site?" During what phase of the Web development cycle should you plan to answer that question?

a. planning	c. analysis
b. design and development	d. implementation and maintenance

ANS:

A

PTS: 1

REF: HTML 15

TOP: Critical Thinking

4. Another question submitted to Sebastian was, "How will the Web pages be organized?" During what phase of the Web development cycle should you plan to answer that question?

a. planning	c. analysis
b. design and development	d. implementation and maintenance

ANS:

B

PTS: 1

REF: HTML 15

TOP: Critical Thinking