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## Introduction to ITWS

### Quiz 2: November 5, 2018

Place your name on the top of this document in the header  
Enter your answers directly into this document (with the exception of #1)  
All answers should be in be in Your Own Words, and use proper grammar  
Make sure your answers use an alternative font and/or color  
Save this document as ITWS1100-F18-Quiz2-*yourname-yourRCSID*.docx  
Place all documents including this one in a folder named  
ITWS1100-F18-Quiz2-*yourname-yourRCSID*  
When finished with the quiz, zip your folder and all related files into a file named  
ITWS1100-F18-Quiz2-*yourname-yourRCSID*.zip  
And submit it to LMS

1. Technology (coding): (40 points, 40 minutes)
  - a. Given the Quiz2.html, .css, and .js files, make the following modifications;

In the HTML;

- Change whatever is necessary to ensure the file(s) adhere to html5 syntax.
- Add your name in h2 tags below the h1 tag
- Change the title of the page to *yourname-Quiz2*
- Add a button at the bottom of the page with an id of “fadeAway”
- Add the font Inconsolata from Google Fonts

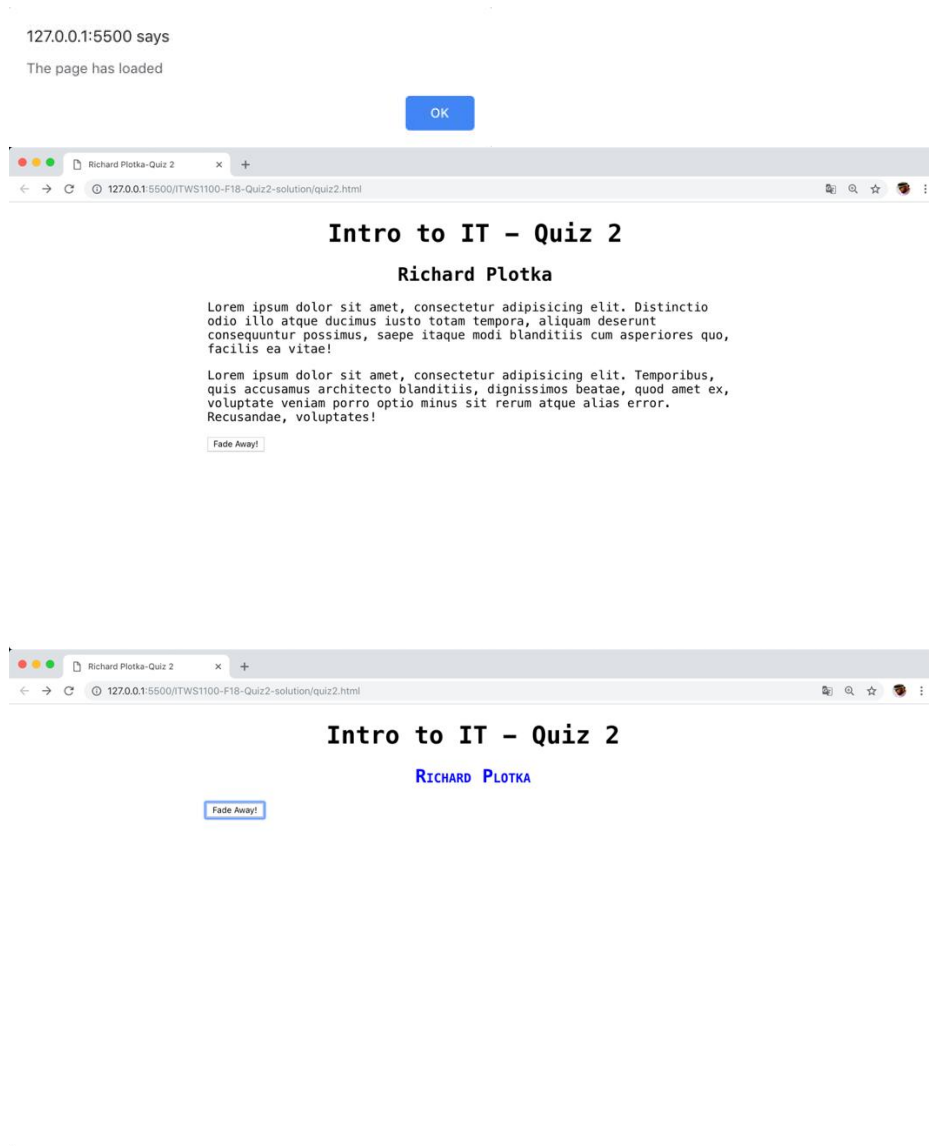
In the JavaScript file:

- Add a function that will execute when the document is ready (You will need the jQuery ready function) and will
  - Show an alert that the page has loaded
  - When the button you added above is clicked – execute the jQuery fadeOut method on the paragraph text with a delay of 0.033333 minutes (round to the nearest second)
  - add a class of ‘myName’ to the <h2> tags
  - For 2pts add the class *after* the text has faded away

In the CSS;

- Make any text in an element with a class of myName show in blue and in small caps.
- Make “Intro to IT – Quiz 2” and your name centered on the page
- Make sure to activate the Menlo font for the entire body of your document

Your webpage (with the alert – which I moved for clarity) should look similar to the following before and after the button is clicked;



## 2. Technology (description) (20 points, 10 minutes): Web Development

- a. Write the selector to select all empty div tags in a document? (5 points)
- b. Explain in detail, the following, make sure to include what is being returned: (5 points)  

```
paragraph = document.getElementsByTagName("p");
```
- c. Write out the jQuery necessary to control the class of the footer tag of a document. When `haveError==true`, the footer should (only) have a class of “errorTrue”, and it should (only) have a class of “errorFalse” if not. (5 points)
- d. Explain, in detail, the following code (5 points)

```
$(".colorButton").click(function() {  
    var color = $(this).css("background-color");  
    $("#result").html(color);  
});
```

3. HCI (20 points, 20 minutes)

- a. Group members are working on a project. On Monday, they all pull the latest version of the codebase. By Thursday, everyone has edited their parts of the application. On Friday, we need to get the latest version our project to the Professors. Describe the steps you would each need to take on Friday morning before emailing he professor that your code is ready. Then tell me what they would need to do to see it assuming they have never seen your code before. (10 points)
- b. What's the difference between a "local version control system," a "centralized version control system," and a "distributed version control system?" (5 points)
- c. What is a branch, and how is it used? (5 points)

4. “Bose Corporation: Communication Strategy for Challenging Apple’s Beats by Dr. Dre”  
Case (20 points, 20 minutes)
  - a. Describe the founder and history of Bose and relate this to the perception of Bose in the headphone market. (4 points)
  - b. Describe the founders and history of Beats and relate this to the perception of Beats in the headphone market. (4 points)
  - c. What change to the perception of the headphone market was Beats able to make that gave them an advantage over Bose and other “higher quality” headphone brands? (5 points)
  - d. Given your understanding of the current headphone market, what should Bose do in order to bridge the gap with Beats’ market position? (7 points)