Introduction to ITWS

Quiz 1: October 4, 2021

There are 3 questions of multiple parts. Point values and suggested times are indicated

Place your name on the top of the document in the header

Enter your answers directly into a copy of this document (with the exception of #2)

All answers should be in be in Your Own Words, and use proper grammar

Make sure your answers use an alternative font AND color – (a legible font, and not Black or Red)

* Somewhere below the root (iit) folder of your site, and consistent with your IA, create a folder for this quiz named: f21Quiz1
* Save this document (or a copy) as: *yourRCSid*-quiz1.docx (or doc)
* Copy the quiz1.html file (provided) into this folder, and rename it to: *yourRCSid*F21Quiz1.html
* When finished with the quiz, zip your website root (iit) folder and all related files into a file named

ITWSQuiz1-*yourname*-*yourRCSid*.zip

And submit it to LMS

DO NOT move these changes to your RCS website

Make sure your submitted document remains in MS Word format – Pages, GDocs, etc… will not be graded.

Follow all these instructions and additional instructions throughout this document, or you will lose points

1. Network protocols, HTML & WWW : (20 points, 10 minutes)  
   1. What is a VPN and what is it used for? If you have used it, how have you done so and why – be specific? (5 points)

A VPN, which stands for Virtual Private Networks, is a system that allows users to transfer public while remaining in a private network. I have used a VPN to basically just pinpoint at what location I want to open a certain file or website. Based on that location the website will either not open or give me different information. For example, using a VPN on your phone while trying to access Netflix, you will receive different movies and TV shows based on where your VPN is connected to. We have also used it off campus at RPI to log into their system and our personal webmail. This helps keep public information private to the user.

* 1. As discussed in class, and as it pertains to the content of this class, what is a namespace? Why do we use them? (5 points).

In class we mainly used namespace in the terms of XML. Namespace gave unique characters or names to different elements in our XML documents. They provide a wider vocabulary to make using and reading XML easier. Therefore, we use them to simplify and organize our XML documents.

* 1. As discussed in class, what is the difference between HTML 5, and HTML 4.01, and XHTML? How are they similar? Answer in detail. (5 points)

HTML 5 is a combination of HTML 1 and HTML 4.01. It has become to recent version of HTML that is easier for programmers to use and computers to read. Since HTML 5 is less strict and is a version of HTML, the programmer does not need to add type attributes or style elements. Therefore, HTML5 is preferred because XHTML is more case sensitive and has its own requirements.

* 1. What is XML and how is it used? Although not required, how might I tell a consumer of my file how to process the tags? (5 points)

XML or Extensible Makeup Language is almost a bridge between programmer/reader and computer. It is a document with code that is formatted to be both readable to a human and a machine. It is directly in the family of XHTML and is used to cleanly organize code and the information in a website. For example, it is used in news or recipe websites to cleanly tell the reader and computer what the article is, what its about, when it was published or created, and much more information specified for that website.

1. HTML & CSS (60 points, 40 minutes) In Lab 3, you created a website to host your classwork; specifically, your labs, according to your Information Architecture (IA).
   1. Somewhere below the root of your site, and consistent with your IA:
      1. Create a folder for this quiz named f21Quiz1
      2. Copy the quiz1.html file (provided) into this folder, named *yourRCSid*F21Quiz1.html
   2. Modify the file to look consistent with your site by linking it to a new CSS file (which you must create) named *yourRCSid*F21Quiz1.css and place it in the same resources folder as your personal website’s CSS file
   3. Add readme.md or readme.txt file to your quiz folder. Put anything into it that you’d like us to know about your strategy for this question – if there is nothing, it may be empty, but it must be included. (Hint: partial credit can be your friend)
   4. When done, commit your code and push it to your GitHub account.
      1. (Hint: if you have not added us as contributors, then this is your last chance. To receive credit for this question, we will be looking at your commits and comparing the versions)

<file:///Users/anitaprabhakar/Desktop/iit/Labs/index.html>

<https://anitaprabhakar16.github.io/Anita_iit/>

1. “Dominos” Case (20 points, 20 minutes)  
   1. From the case, the discussion in class, on Discord, and what you have learned since: In your opinion, has Dominos continued to follow the strategy outlined in the case? Explain how or how not. (5 points)

Dominos does continue to follow their outlined strategy and remaining to stay away from third party delivery systems. Not only is this just a smart business tactic but it just makes the most sense from a logical aspect. Dominos is known for their delivery system and since they changed their recipes their pizza is now iconic. Everyone knows Dominos and joining a third-party service just dilutes their iconic name and gets rid of the origin of 30 minutes or less delivery time. Therefore, as Dominos continues to follow the strategy outlined, my opinion on third party delivery services remains the same.

* 1. To keep their lead, should they, in your opinion, continue following their existing strategy or should they adopt a new strategy? Why? (5 points)

Being at the top means constant competition. No matter what Dominos or any company at the top of their market does, there will always be secret spies and recipes being cooked up to try to knock them out. Dominos is doing the best right now by a large slide compared to other companies. As long as they remain on the path they are while adapting new trends and having a good projected outlooks team they should remain at the top. The only strategy I would suggest to adapt is social media. Dominos is known for their funny adds showing up with gooey pizza but people are not really watching television with ads anymore. If they are, their phone is right next to them ready to take their attention. However, people are responding to social media and seeing big corporations or influencers being seen as just regular people. Tiktok is growing faster than any other social media app and its because of the humanity that is attached to it. Seeing people who you thought to live luxurious lives sitting in their bed and watching the same video as you, it creates a sense of trust and humor. Take Wendy’s for example, they have created an enormous social media team just to be funny and keep a digital footprint in younger generations. This keeps people interested and even if someone isn’t craving Wendy’s they’re still talking about it. While Dominos is doing fantastic at what they do, creating a bigger social media presence could boost their markets more and keep them on top just in case competing pizza companies have something up their sleeve.