Your name: _____
Your email: _____
Bus. 002 -- Prof. Villegas * 3/27/18

HTML Ch.01

Q-01 | **The world's largest network is the _____.:**
a) World Wide Web
b) Internet
c) Intranet
d) Extranet
e) Telnet

Q-02 | **A(n) _____ is a company that has a permanent connection to the Internet backbone.**
a) ISP
b) ASP
c) P2P
d) PSP
e) SMTP

Q-03 | **_____ is a set of rules for exchanging text, graphic, sound, video, and other multimedia files.**
a) ISP
b) XML
c) HTML
d) HTTP
e) all of the above

Q-04 | **The _____ page of a Web site often serves as an index or table of contents to other documents and files displayed on the site.**
a) Base
b) Home
c) Server
d) Tools
e) Index

Q-05 | **Web pages are stored on a(n) _____, which is a computer that stores and sends requested Web pages and other files.**
a) Client
b) Watch
c) Phone
d) Box
e) Host

Q-06 | **_____ is copying the Web pages and associated files such as graphics and audio to a Web server.**
a) Uploading
b) Downloading
c) Overloading
d) Underloading
e) Streaming

Q-07 | **Using _____ technologies, Web sites can enable customers to browse product catalogs, comparison shop, and order products online.**
a) Dynamic
b) Intranet
c) eBusiness
d) eCommerce
e) eMail

HTML Ch.02

Q-08 | **_____ is generally the first TAG in the code file to specify the type of HTML to use**
a) <!DOCTYPE>
b) <HEAD>
c) <META>
d) <TITLE>
e) <DOCTYPE>

Q-09 | **_____ is a basic text editor installed with Windows that you can use for simple documents or for creating Web pages using HTML.**
a) Word
b) Word Perfect
c) Notepad ++
d) Adobe Dreamweaver
e) MS Paint

Q-10 The _____ should identify the content or purpose of a Web page.
a) Home
b) Header
c) Body
d) Background
e) Title

Q-11 A(n) _____ image is not part of the HTML file.
a) Embedded
b) Linked
c) Inline
d) Indexed
e) all of the above

Q-12 The _____ tags contain the Web page title, for example.
a) <head> and </head>
b) <body> and </body>
c) <html> and </html>
d) <page> and </page>
e) <title> and </title>

Q-13 When the browser finds a(n)_____ tag in an HTML file, it starts a new line and inserts a blank line above the new paragraph.
a)
b) <p>
c)
d) <return>
e) <next_line>

Q-14 The _____ tags must be at the start and end of an unordered list.
a) <dl> and </dl>
b) and
c) and
d) <nl> and </nl>
e) and

HTML Ch.03

Q-15 Using ____, a Web site's visitors can move from one page to another, and view information in any order.
a) attributes
b) hyperlinks
c) key values
d) table tags
e) indices

Q-16 A(n) ____ makes an image appear as if it has a frame around it.
a) border
b) frame
c) box
d) highlight
e) key tag

Q-17 An easy way to provide contact information is to include a(n) ____ link on a Web site's home page, as well as on other pages in the Web site.
a) connection
b) user
c) video
d) email
e) all of the above

Q-18 If the text elements vary across paragraphs, a(n) ____ style is good to use.
a) dynamic
b) inline
c) embedded
d) external
e) all of the above

Q-19	The ____ attribute of the <a> tag indicates a forward relationship from the current document to the linked document. a) fwd b) ahead c) site d) rev e) rel
Q-20	The form of an e-mail link is ____. a) linktext b) linktext c) linktext d) linktext e) all of the above
Q-21	____ paths specify the location of a file, in relation to the location of the file that is currently in use. a) Absolute b) Baseline c) Located d) Relative e) Variant
	HTML Ch.04
Q-22	____ are useful when you want to arrange text and images in order to make the information straightforward and clear to the Web page visitor. a) Tables b) Flowcharts c) Storyboards d) Indices e) Page Numbers
Q-23	An embedded style sheet is inserted between the ____ tags of a single Web page within the style a) <html> and </html> b) <body> and </body> c) <head> and </head> d) <page> and </page> e) <title> and </title>
Q-24	Which of the following is the preferred method for structuring Web sites? a) Popup windows b) Frames c) Headers d) Footers e) Cascading Style Sheets
Q-25	The ____ tags indicate the start and end of table rows. a) <th></th> b) <tr></tr> c) <tc></tc> d) <td></td> e) all of the above
Q-26	The ____ tags indicate the start and end of a row with table heading cells. a) <th></th> b) <tr></tr> c) <tc></tc> d) <td></td> e) all of the above
Q-27	The ____ tags indicate the start and end of a row of data cells. a) <th></th> b) <td></td> c) <tc></tc> d) <tr></tr> e) <table></table>

QUIZ # 1

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Q-28	The _____ tag indicates the start and end of a table. a) \<th>\</th> b) \<td>\</td> c) \<tc>\</tc> d) \<tr>\</tr> e) \<table>\</table>
Q-29	The _____ tags allow the use of the rowspan, colspan, and headers attribute. a) \<tr> and \<th> b) \<th> and \<td> c) \<td> and \<tr> d) \<td> and \<tt> e) none of the above
Q-30	_____ specifies the distance between the borders of adjacent cells in a table. a) Border spacing b) Cell padding c) Cell width d) Cell height e) none of the above

WEB Ch.01

Q-31	_____ lines enable homes and business users to connect to the Internet over the same coaxial cable that delivers television transmissions. a) HTTP b) ISDN c) ADSL d) CATV e) all of the above
Q-32	A(n) _____ is a code fragment that creates dynamic webpage content. a) avatar b) gadget c) audio clip d) video clip e) none of the above
Q-33	Some ecommerce websites use _____ as a virtual model to "try on" clothing before purchasing it. a) widgets b) gadgets c) clones d) manequins e) avatars
Q-34	A(n) _____ is data or information presented visually, such as in a chart or pyramid, or to show a sequence of events. a) infographic b) C2C graph c) chunked website d) wizzard e) public domain aggregator
Q-35	The web metric that identifies the rate at which a visitor who is shopping at a website becomes a buyer of the website's products or services is the _____ rate. a) paging b) streaming c) tracking d) conversion e) click-through

WEB Ch.02

Enter your answers in SCANTRON Form 882E and return to Prof. Villegas

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Q-36	An animated _____ is a single file in which separate images, displayed in sequence over a specified time interval, are stored. a) GIF b) PNG c) EPS d) JPEG e) TIFF
Q-37	The term _____ is generally used to indicate the page website visitors see when they click an external link, such as an advertisement or search result. a) home page b) linked page c) landing page d) underlying page e) hidden page
Q-38	Before you begin to create your first webpage, you must take the time to develop a solid, detailed _____ for the website. a) mission statement b) company logo c) image list d) list of beta testers e) design plan
Q-39	Thousands of web _____ companies, such as those shown in the accompanying figure, offer server space for a fee. a) advertising b) hosting c) housing d) designing e) marketing
Q-40	By downloading and using an image without permission, you could violate the creator's _____, or ownership right to the image. a) copyright b) print right c) stated right d) tradename e) trade secret

WEB Ch.03

Q-41	Southwest Airlines' "You are now free to move about the country." is an example of a _____. a) logo b) tag line c) link d) mission statement e) virtual commitment
Q-42	To determine your target audience's wants, needs, and expectations, you should ask and answer a variety of questions in a process called a(n) _____. a) expectationis review b) desire audit c) IQ test d) EQ test e) needs assessment
Q-43	A _____ visitor is an individual visitor to a site; this measurement can help determine the success of your website promotional efforts. a) special b) unique c) repeat d) local e) remote
Q-44	A _____ analysis might indicate how long visitors are viewing a specific page at your website. a) click-stream b) click-through c) click-out d) log-out e) pass-through

Q-45	A _____ is a diagram that shows steps or processes of project tasks a) Dead end pages b) Linear/tutorial structure c) Webbed structure d) Flowchart e) Data Flow Diagram
	WEB Ch.04
Q-46	_____ e-mail advertising requires that the message recipient formally agree to receive the e-mail advertising. a) Opt-out b) Opt-in c) Opt-down d) Opt-up e) Opt-through
Q-47	Which of the following website structures might be effectively used by a complex e-commerce website with many pages and multiple objectives? a) random b) hierarchical c) linear/tutorial d) star configuration e) a combination of structures
Q-48	A(n) _____ page uses images, animation, and sound to capture visitors' attention and drawe them into the website for further exploration. a) splash b) home c) landing d) limelight e) spotlight
Q-49	Using a(n) _____ service is an alternative to waiting for search engines to find and index your website or spending your own time registering your webpages with multiple search tools. a) reciprocal link b) meta tag placement c) keywoard d) search tool submission e) instant messaging
Q-50	Which of the following is NOT a consideration when choosing color options for a website's pages? a) the color separation factor b) the cultural implications of color c) the power of color to influence moods d) the target audience's expectations for the use of color e) all of the above are significant considerations