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| *Indicate the answer choice that best completes the statement or answers the question.* |

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| 1. Legostine Corp. uses a new high-tech network based on fiber-optic cable. The network utilizes technologies that give it a speed and capacity far exceeding the current network and is available only to Legostine's employees. In this scenario, Legostine Corp. uses \_\_\_\_\_. |
| 2. The management of Vencura Inc. approves the purchase of a few computers for the sales team. The management wants only the most basic functions in the computers, such as managing the file system, reading programs and data into main memory, and allocating system memory among various tasks to avoid conflicts. In this scenario, which of the following categories of software does Vencura Inc. require? |
| 3. In the context of software, \_\_\_\_\_ is designed for a specific industry or profession. |
| 4. A benefit that cloud computing provides to individual users is that it: |
| 5. A \_\_\_\_\_ is a request for the database management software to search a database for data that match criteria specified by a user. |
| 6. Jeff, the CEO of Francostico Inc., decides to set up a system that would help its managers with decision making. To design this system, his programmers ask skilled and proficient managers to explain how they solve problems. Then, they devise a program to mimic the specialists' approach, incorporating various rules or guidelines that the specialists use. In this scenario, Jeff seeks to develop a(n) \_\_\_\_\_ for the managers. |
| 7. Cognizance, an online news portal, needs to update its website frequently. To achieve this, the IT department of Cognizance develops a system that gives its managers access to large amounts of data and the processing power to convert the data into high-quality information quickly and efficiently. In this scenario, Cognizance has developed \_\_\_\_\_ to assist its managers. |
| 8. Everything.com, an online cosmetics portal, does not allow its customers to reach the final billing section unless they share its offer links with at least two friends. In this scenario, everything.com uses \_\_\_\_\_ to communicate its message. |
| 9. Which of the following statements is true of viral marketing? |
| 10. Unlike business-to-consumer (B2C) e-commerce, business-to-business (B2B) e-commerce involves: |
| 11. Zahra buys a product from a high-end store, and the sales representative asks her to fill out a customer registration form so that she can avail discount offers and receive notifications about new products in the future. Although providing one's mailing details is optional, Zahra provides her details as she wants to be updated about any new products that the store has to offer. In this context, which of the following statements is true? |
| 12. Websites that incorporate interactive and collaborative features to create a richer, more interesting, and more useful experience for their users are known as \_\_\_\_\_. |
| 13. Ronald is an avid reader of detective novels. He visits a few websites to look for the latest novels of his favorite author. The next day he finds multiple ads in his inbox suggesting thriller novels from various authors. In this scenario, the malicious software used to track down Ronald's online behavior is \_\_\_\_\_. |
| 14. ZumbaUp, a leading jeans brand, realized that a user named PoisonX had breached its security codes and gained unwarranted access to the company's highly classified information. The company was shocked to see all of its business tactics and prospective deals put up online, exposed to everyone. In this scenario, ZumbaUp is a victim of \_\_\_\_\_. |
| 15. The practice of using text messaging to entice cell phone users to visit a scammer's fake website asking them to provide personal or financial information is referred to as \_\_\_\_\_. |