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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 \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | Web 2.0 | |  | b. | Internet2 | |  | c. | broadband | |  | d. | extranet | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | System software | |  | b. | Antivirus software | |  | c. | Applications software | |  | d. | Copylefted software | |

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| 3. In the context of software, \_\_\_\_\_ is designed for a specific industry or profession.   |  |  |  | | --- | --- | --- | |  | a. | lateral system software | |  | b. | vertical applications software | |  | c. | horizontal applications software | |  | d. | office productivity software | |

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| 4. A benefit that cloud computing provides to individual users is that it:   |  |  |  | | --- | --- | --- | |  | a. | allows them to access their data from any computer without an Internet connection. | |  | b. | eliminates the threat of unauthorized access. | |  | c. | helps them analyze and process complex data without professional help. | |  | d. | allows them to store large files without taking up valuable space on their computers' hard drive. | |

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| 5. A \_\_\_\_\_ is a request for the database management software to search a database for data that match criteria specified by a user.   |  |  |  | | --- | --- | --- | |  | a. | cybermediary | |  | b. | protocol | |  | c. | query | |  | d. | cache | |

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| 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.   |  |  |  | | --- | --- | --- | |  | a. | business intelligence system | |  | b. | data warehouse | |  | c. | cybermediary | |  | d. | expert system | |

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| 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.   |  |  |  | | --- | --- | --- | |  | a. | a decision support system | |  | b. | a computer-aided design | |  | c. | an expert system | |  | d. | Hypertext Markup Language | |

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| 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.   |  |  |  | | --- | --- | --- | |  | a. | Web 2.0 | |  | b. | cybermediary | |  | c. | viral marketing | |  | d. | InterINC | |

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| 9. Which of the following statements is true of viral marketing?   |  |  |  | | --- | --- | --- | |  | a. | It attempts to get customers to communicate a firm's message to friends, family, and colleagues. | |  | b. | The strategy of viral marketing is unique to the Internet. | |  | c. | Legitimate viral marketing uses computer viruses to promote products. | |  | d. | It solely uses the employees of a firm to promote the firm's goods and services. | |

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| 10. Unlike business-to-consumer (B2C) e-commerce, business-to-business (B2B) e-commerce involves:   |  |  |  | | --- | --- | --- | |  | a. | extensive negotiation over specifications, delivery, installation, support, and other issues. | |  | b. | very large typical individual transactions. | |  | c. | customers who do little research and often base their purchases on impulse. | |  | d. | firms that seldom develop a close working relationship with individual customers. | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | Zahra is a victim of phishing. | |  | b. | Zahra has chosen to receive opt-in emails. | |  | c. | Zahra has chosen to receive push emails. | |  | d. | Zahra is exposed to viral marketing. | |

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| 12. Websites that incorporate interactive and collaborative features to create a richer, more interesting, and more useful experience for their users are known as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | Web 2.0 sites | |  | b. | InterNIC sites | |  | c. | Internet2 sites | |  | d. | extranet sites | |

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| 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 \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | a worm | |  | b. | spyware | |  | c. | a bastion host | |  | d. | attack tree software | |

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| 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 \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | spamming | |  | b. | hacking | |  | c. | phishing | |  | d. | pharming | |

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| 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 \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | SMiShing | |  | b. | TEXTarming | |  | c. | PharSmSing | |  | d. | typosquatting | |

**Answer Key**

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| 2. a |

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| 3. b |

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| 4. d |

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| 5. c |

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| 6. d |

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| 7. a |

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| 8. c |

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| 9. a |

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| 10. a |

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| 11. b |

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| 12. a |

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| 13. b |

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| 14. b |

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| 15. a |