

Chapter08

True/False

Indicate whether the statement is true or false.

- 1. Domain names always start with *www*.
- 2. File Transfer Protocol (FTP) is a common way of transmitting whole files from one computer to another.
- 3. Really Simple Syndication (or in a newer version, Rich Site Summary) (RSS) is a family of HTML file formats.
- 4. Instant messaging (IM) offers users real-time online interactivity.
- 5. Cookies are always temporary; they are installed only for one session, and are removed when the user leaves the site.
- 6. Especially worrisome are third-party cookies, which collect your browsing and shopping habits across many Web sites.
- 7. In general, the volume of e-commerce between businesses is about ten times as great as that of business-to-consumer e-commerce.
- 8. A reach occurs whenever a browser downloads a page containing a banner.
- 9. An exchange is an extranet for organizations that offer for sale and bid on products and services of a particular type.
- 10. Companies in the same industry—competitors—often collaborate in establishing a Web site for one or several purposes.
- 11. An important element of online retailing is the convenience of returns.
- 12. Many online businesses offer affiliate programs to Web site owners.
- 13. Similar to auctions among companies, some Web sites serve as auction hubs for individuals.
- 14. Electronic bill presentment and payment (EBPP) is spreading quickly.
- 15. Experts believe that the most attractive mobile application might not be online buying, but the delivery of highly relevant information.
- 16. Frames are servers on which the same content and applications are duplicated.
- 17. In dedicated hosting the host dedicates a server to the client, and the client can fully control the content on the server's disks.

- ___ 18. Renters of dedicated servers usually have client access, which means they act as unrestricted administrators of that computer.
- ___ 19. Technical support involves the quality of the equipment that the hosting company provides, security measures it maintains, the sophistication of server and load management, and the technical skills of its personnel.
- ___ 20. Few hosting firms provide subscribers with e-mail addresses.

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- ___ 21. A secure version of the HTTP protocol for confidential transactions is ____.
- a. HTTPS (HTTP Secure)
 - b. SHHTTP (Secure host HTTP)
 - c. HTTPSc (HTTP Secure condition)
 - d. HTTPSt (HTTP Secure transaction)
- ___ 22. ___ determines the look and location of text, pictures, animations, and other elements on a Web page.
- a. Extensible Language (XL)
 - b. Hypertext Markup Language (HTML)
 - c. Extensible Markup Language (XML)
 - d. Hypertext Language (HTL)
- ___ 23. Every time you download a file from a Web site or attach files to e-mail, you are using a(n) ___ application.
- a. TCP
 - b. NNTP
 - c. FTP
 - d. POP
- ___ 24. ___ software notifies bloggers when their posts have been mentioned elsewhere on the Web, so they and their readers can extend the discussion beyond the original blog.
- a. Trace
 - b. Forward
 - c. Reply
 - d. Trackback
- ___ 25. While blogging is publishing text and other visual material, ___ is publishing sound and video.
- a. casting
 - b. posting
 - c. video conferencing
 - d. podcasting
- ___ 26. ___ might be thought of as “real-time e-mail,” because, unlike e-mail, it is synchronous.
- a. Instant mailing (IM)
 - b. Intimate mailing (IM)
 - c. Instant messaging (IM)
 - d. Messaging (M)
- ___ 27. If you have ever surfed the Web, your computer probably contains ____.
- a. gifts
 - b. cookies
 - c. biscuits
 - d. mines
- ___ 28. ___ includes cookies and other, more sophisticated applications that are installed on your computer unbeknownst to you and transmit information about you while you are online.
- a. Spyware
 - b. Spycookies
 - c. Pirateware
 - d. Pirateutils
- ___ 29. Online advertising is done mainly in two ways: through ___ and through banners.
- a. e-mail
 - b. search engines
 - c. spam
 - d. newsgroups
- ___ 30. ____, which is any form of advertising through an online search site, is regarded by businesses as highly effective.
- a. Search advertising
 - c. Spam advertising

- a. shared hosting
 - b. mirroring
 - c. dedicated hosting
 - d. virtual private server hosting
- ___ 44. ___ is usually the most expensive of hosting options.
- a. Dedicated hosting
 - b. Virtual private server hosting
 - c. Shared Hosting
 - d. Co-location
- ___ 45. Most hosting companies offer the use of a combination of software popularly called LAMP, which is an acronym: Linux for operating system, ____, MySQL for DBMS, and PHP or Python or Perl for developing dynamic Web pages.
- a. Acrobat for Web reader
 - b. Adobe for server management software
 - c. Access for database
 - d. Apache for server management software
- ___ 46. Some hosting companies charge extra fees for shared hosting if the site experiences activity above a predetermined amount of data that is transferred, or number of visits from Web surfers, known as ____.
- a. spots
 - b. deals
 - c. hits
 - d. stops
- ___ 47. On the Web, ____ includes identifying the sites your audience frequently visits.
- a. hosting
 - b. phishing
 - c. spamming
 - d. targeting
- ___ 48. By using cookies and recording shoppers' movements, ____ software can create electronic consumer profiles for each shopper and buyer.
- a. SQL
 - b. CRM
 - c. XML
 - d. cgi
- ___ 49. In addition to including Frequently Asked Questions (FAQs) information, some companies have used ____ software that can answer open-ended questions.
- a. context-sensitive
 - b. expertise
 - c. knowledge management
 - d. knowledgeable
- ___ 50. Customers now demand not only prompt e-mail replies to their queries but also ____ alerts.
- a. proactive
 - b. simple
 - c. standard
 - d. preliminary

Completion

Complete each statement.

51. The protocol used to transfer and download Web information is _____.
52. _____ is the most common programming language for creating Web pages and other information viewable in a Web browser.
53. A(n) _____ is a Web page that invites surfers to post opinions and artistic work, as well as links to sites of interest.
54. To _____ is to make a digital audio recording, usually of voice, and post the file on the Web so that people can download it and listen to it.
55. A(n) _____ is a small file that a Web site places on a visitor's hard disk so that the Web site can remember something about the surfer later.

56. Software designed to trace and report your online behavior without your knowledge is called _____.
57. Web-enabled business is often classified by the parties involved in the interaction: business-to-business (B2B) and _____.
58. _____ are images placed on a Web site that link to the site of the company selling the product or service.
59. A(n) _____ limits site access to the employees of particular organizations, usually business partners.
60. Although _____ trading on the Internet is much larger in volume, online business-to-consumer (B2C) trading is more visible to the general public.
61. Online retailing, called _____, continues to grow throughout the world for several reasons: greater availability of faster communication lines to households, growing confidence in online purchases, and the increasing ability to find the item one searches and rich information about it.
62. The purpose of _____ is to know the consumers better so the business can serve them better, while streamlining its marketing and sales operations.
63. The ability of Web sites to serve as prompt exchanges of information has supported another popular business model, the _____ or name-your-own-price auction.
64. Most people still prefer to pay their bills by check and through the mail, partly because fraud on the Internet has increased in recent years, especially through a practice called _____.
65. Wireless technologies enable what some people call mobile commerce, or _____.
66. _____ is used extensively in Web technologies so that the SCM systems of two organizations can “speak to one another.”
67. In _____, the client’s Web site is stored on the host’s same physical server along with the sites of other clients.
68. The purpose of a(n) _____ is to create the impression that the client maintains its own server.
69. _____ pages can be built with several programming tools: CGI, Java servlets, PHP, and ASP (Active Server Pages).
70. A(n) _____ is any product that is sold for about the same price by a multitude of vendors in a highly competitive market, usually with a thin margin of profit.