

**Test Bank for Computing Essentials 2013 Making IT  
Work for You 23rd Edition by O'Leary O'Leary ISBN  
0073516821 9780073516820**

**Full link download:**

**Test Bank:**

<https://testbankpack.com/p/test-bank-for-computing-essentials-2013-making-it-work-for-you-23rd-edition-by-oleary-oleary-isbn-0073516821-9780073516820/>

**Solution Manual:**

<https://testbankpack.com/p/solution-manual-for-computing-essentials-2013-making-it-work-for-you-23rd-edition-by-oleary-oleary-isbn-0073516821-9780073516820/>

**Multiple Choice Questions**

1. Launched in 1969 as a U.S. funded project that developed a national computer network, the Internet was initially called\_\_\_\_\_.
  - A. World Wide Web
  - B. Intranet
  - C. NSFNet
  - D. ARPANET
  
2. The Web was introduced in 1991 at
  - A. National Aeronautics and Space Administration (NASA)
  - B. Center for European Nuclear Research (CERN)
  - C. Research Center for Nuclear Physics (RCNP)
  - D. National Science Foundation (NSF)
  
3. The Internet is a(n)\_\_\_\_\_.
  - A. actual network
  - B. virtual network

## Chapter 002 The Internet, the Web, and Electronic Commerce

- C. multimedia interface
- D. domain name

4. This enabled graphics, animation, sound, and video to be added to the Internet.

- A. Web browser
- B. URI
- C. Web
- D. Sharewares

5. The most common way to access the Internet is through

- A. an Internet service provider (ISP)
- B. an instant messaging (IM) service
- C. an application service provider (ASP)
- D. Facebook

6. Which of the following is not a well-known Web browser?

- A. Internet Explorer
- B. Windows Explorer
- C. Safari
- D. Google Chrome

7. A Web page typically contains \_\_\_\_\_ which contains the formatting instructions to allow the page to display Internet resources.

- A. uniform resource locators (URLs)
- B. top-level domain (TLD)
- C. Hypertext Markup Language (HTML)
- D. hyperlinks

8. For browsers to connect to a resource on the Internet, the location of the resource must be specified through addresses called \_\_\_\_\_.

- A. uniform resource locators (URLs)
- B. top-level domains (TLDs)
- C. Hypertext Markup Language (HTML)

## Chapter 002 The Internet, the Web, and Electronic Commerce

D. hyperlinks

9. In the URL "http://www.simnetonline.com", what is the domain name?

- A. http://www.simnetonline.com
- B. simnetonline.com
- C. simnetonline
- D. com

10. In the URL "http://www.simnetonline.com", ".com" is the\_\_\_\_\_.

- A. top-level domain (TLD)
- B. uniform resource locator (URL)
- C. domain name server (DNS)
- D. domain name

11. Applets are written in which programming language?

- A. AJAX
- B. JavaScript
- C. HTML
- D. Java

12. Which one of the following has been difficult to enforce due to the fact that over 50 percent of all spam originates from servers outside the United States?

- A. Spam blocking
- B. E-mail filtering
- C. Photo identity
- D. CAN-SPAM Act

13. This social networking site is used for professional networking.

- A. MySpace
- B. Facebook
- C. Twitter

## Chapter 002 The Internet, the Web, and Electronic Commerce

D. LinkedIn

14. This social networking site provides a wide array of features and applications including instant messaging, photo, video sharing and games.

- A. MySpace
- B. Facebook
- C. Twitter
- D. LinkedIn

15. Twitter is an example of what type of site?

- A. Wiki
- B. Blog
- C. Microblog
- D. Search

16. \_\_\_\_\_ typically broadcast live events and use streaming technology in which audio and video files are continuously downloaded to your computer while you are listening to and/or viewing the content.

- A. Webcasts
- B. Blogs
- C. Microblogs
- D. Twitter

17. \_\_\_\_\_ do not use streaming technology and are used to download media files to your computer. A. Webcasts

- B. Podcasts
- C. Microblogs
- D. Twitter

18. Which type of search engine presents a list of topics or categories from which you select subtopics until your search is narrowed to a list of Web sites?

- A. Directory search
- B. Keyword search

## Chapter 002 The Internet, the Web, and Electronic Commerce

C. Metasearch

D. Reference search

19. Programs that automatically submit your search request to several search engines simultaneously are called\_\_\_\_\_.

A. metasearch engines

B. Webcrawlers

C. spiders

D. hits

20. Which of these sites is an example of a metasearch engine?

A. Google

B. Dogpile

C. Ask

D. Medscape

21. This type of e-commerce often resembles the electronic version of the classifieds ads or an auction.

A. B2C

B. C2C

C. C2B

D. B2B

22. Online banking is an example of what type of e-commerce?

A. B2C

B. C2C

C. C2B

D. B2B

23. Which of the following is not one of the three basic components of cloud computing?

A. client organizations and end-users

## Chapter 002 The Internet, the Web, and Electronic Commerce

- B. service providers
- C. the Internet
- D. wireless connectivity

24. Programs that automatically start and operate as a part of your browser are called A. plug-ins  
B. readers  
C. pop-ups  
D. ActiveX controls

25. Parents can use this type of program to block access to selected Web sites. A. Plug-in  
B. FTP  
C. BitTorrent  
D. Filter

26. This method of file transfer has been used for decades and is frequently used for uploading changes to a Web site hosted by an Internet service provider.  
A. SSP  
B. FTP  
C. BitTorrent  
D. drop.io

27. This method of file transfer distributes file transfers across many different computers. A. SSP  
B. FTP  
C. BitTorrent  
D. drop.io

### **True / False Questions**

## Chapter 002 The Internet, the Web, and Electronic Commerce

28. The Internet connects millions of computers and resources across the world via wires, cables, and satellite. True False
29. The Internet and the Web are the same. True False
30. In addition to an Internet connection users need browser software to easily display web pages. True False
31. In order to connect to a Web site, the browser must know only the site's domain name. True False
32. Web pages that contain hypertext markup language commands are typically written in Java.  
True False
33. Online shopping is the most popular Internet activity. True False
34. Internet communications include e-mail, instant messaging, social networking, blogs, and wikis. True False
35. Client-based e-mail accounts require a special program called an e-mail client to be installed on your computer. True False
36. Attachments to e-mail messages are always safe to open. True False

## Chapter 002 The Internet, the Web, and Electronic Commerce

37. The CAN-SPAM Act has proven to be more effective than spam blockers at preventing unwanted e-mail. True False
38. Instant messaging allows text only. True False
39. Cloud computing is an example of a social networking site. True False
40. LinkedIn is a social networking site where you should visit if you are looking for professional employment. True False
41. After a webcast is completed there are no files left on your computer. True False
42. Wikis allow many individuals to edit a document. True False
43. All information found on the web through search tools can be considered as factual. True False
44. The biggest hurdle for the growth of e-commerce is the evolution of fast, secure, and reliable payment methods for buying goods. True False
45. RealPlayer and Acrobat Reader are classified as plug-in programs. True False



## Chapter 002 The Internet, the Web, and Electronic Commerce

46. Cloud computing has the potential to free end-users from owning, maintaining, and storing software and data. True False

47. Uploading is the process of copying a file from a Web site to your computer. True False

### Fill in the Blank Questions

48. Google Chrome is an example of a Web\_\_\_\_\_.

\_\_\_\_\_

49. The\_\_\_\_\_protocol is used for Web traffic and is the most widely used Internet protocol.

\_\_\_\_\_

50. In the URL "http://www.simnetonline.com", "simnetonline.com" is the\_\_\_\_\_name.

\_\_\_\_\_

51. HTML stands for\_\_\_\_\_.

\_\_\_\_\_

52. A\_\_\_\_\_is a link on a Web page that leads to another Web page.

\_\_\_\_\_

## Chapter 002 The Internet, the Web, and Electronic Commerce

53. Special Web browsers called \_\_\_\_\_ browsers are designed to run on portable devices such as cell phones.

\_\_\_\_\_

54. \_\_\_\_\_ e-mail accounts do not require an e-mail program to be installed on your computer.

\_\_\_\_\_

55. Unsolicited e-mail is called \_\_\_\_\_.

\_\_\_\_\_

56. Some software companies have started providing \_\_\_\_\_ instant messenger programs that support communication with other instant messaging services.

\_\_\_\_\_

57. A \_\_\_\_\_ publishes short sentences that only take a few seconds to write.

\_\_\_\_\_

58. The most popular microblogging site is \_\_\_\_\_.

\_\_\_\_\_

59. A \_\_\_\_\_ is a Web site specially designed to allow visitors to edit pages in order to fill in missing information or correct inaccuracies.

\_\_\_\_\_

60. "Wiki" comes from the Hawaiian word for \_\_\_\_\_.

\_\_\_\_\_

## Chapter 002 The Internet, the Web, and Electronic Commerce

61. A \_\_\_\_\_ search provides a list of categories or topics as a starting point for your search.

\_\_\_\_\_

62. Medscape.com is an example of a \_\_\_\_\_ search engine.

\_\_\_\_\_

63. When evaluating a Web site's content, whether or not the information is up to date is considered part of the \_\_\_\_\_ element.

\_\_\_\_\_

64. \_\_\_\_\_ are criminals who specialize in stealing, trading, and using stolen credit cards over the Internet.

\_\_\_\_\_

65. \_\_\_\_\_ computing provides access to software, programs, and data from anywhere through an Internet connection.

\_\_\_\_\_

66. A(n) \_\_\_\_\_ is a collection of utility programs designed to maintain your security and privacy while you are on the Web.

\_\_\_\_\_

67. Knowledge of HTML is considered essential for the job of a \_\_\_\_\_.

\_\_\_\_\_

## Chapter 002 The Internet, the Web, and Electronic Commerce

### Essay Questions

68. Describe the evolution of the Internet and Web.

69. Define the parts of a URL.

70. Describe the three basic parts of an e-mail message.

71. Briefly explain how instant messaging works.

72. Describe a wiki and explain how a wiki differs from a blog.

## Chapter 002 The Internet, the Web, and Electronic Commerce

73. Explain how a directory search works.

74. Discuss the four elements to consider when evaluating the content and accuracy of information on the Web.

75. Describe both the advantages, and the disadvantages associated with electronic commerce.

76. Differentiate between auction house sites and person-to-person auction sites.

## Chapter 002 The Internet, the Web, and Electronic Commerce

**Multiple Choice Questions**

1. (p. 32) Launched in 1969 as a U.S. funded project that developed a national computer network, the Internet was initially called\_\_\_\_\_.

- A. World Wide Web
- B. Intranet
- C. NSFNet
- D. ARPANET

*Difficulty: Hard*

2. (p. 32) The Web was introduced in 1991 at

- A. National Aeronautics and Space Administration (NASA)
- B. Center for European Nuclear Research (CERN)
- C. Research Center for Nuclear Physics (RCNP)
- D. National Science Foundation (NSF)

*Difficulty: Medium*

3. (p. 32) The Internet is a(n)\_\_\_\_\_.

- A.** actual network
- B.** virtual network
- C.** multimedia interface
- D.** domain name

*Difficulty: Medium*

4. (p. 32) This enabled graphics, animation, sound, and video to be added to the Internet.

- A. Web browser

- B. URI
- C. Web
- D. Sharewares

*Difficulty: Easy*

5. (p. 35) The most common way to access the Internet is through
- A.** an Internet service provider (ISP)
  - B.** an instant messaging (IM) service
  - C.** an application service provider (ASP)
  - D.** Facebook

*Difficulty: Medium*

6. (p. 35) Which of the following is not a well-known Web browser?
- A. Internet Explorer
  - B. Windows Explorer
  - C. Safari
  - D. Google Chrome

*Difficulty: Easy*

7. (p. 36) A Web page typically contains \_\_\_\_\_ which contains the formatting instructions to allow the page to display Internet resources.
- A. uniform resource locators (URLs)
  - B. top-level domain (TLD)
  - C. Hypertext Markup Language (HTML)
  - D. hyperlinks

*Difficulty: Medium*



## Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

8. (p. 36) For browsers to connect to a resource on the Internet, the location of the resource must be specified through addresses called\_\_\_\_\_.

- A.** uniform resource locators (URLs)
- B.** top-level domains (TLDs)
- C.** Hypertext Markup Language (HTML)
- D.** hyperlinks

*Difficulty: Hard*

9. (p. 36) In the URL "http://www.simnetonline.com", what is the domain name?

- A. http://www.simnetonline.com
- B. simnetonline.com
- C. simnetonline
- D. com

*Difficulty: Medium*

10. (p. 36) In the URL "http://www.simnetonline.com", ".com" is the\_\_\_\_\_.

- A. top-level domain (TLD)
- B. uniform resource locator (URL)
- C. domain name server (DNS)
- D. domain name

*Difficulty: Hard*

11. (p. 37) Applets are written in which programming language?

- A. AJAX
- B. JavaScript
- C. HTML
- D. Java

*Difficulty: Hard*

12. (p. 39) Which one of the following has been difficult to enforce due to the fact that over 50 percent of all spam originates from servers outside the United States?

- A. Spam blocking
- B. E-mail filtering
- C. Photo identity
- D. CAN-SPAM Act

*Difficulty: Medium*

## Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

- (p. 41)
13. This social networking site is used for professional networking.
- A. MySpace
  - B. Facebook
  - C. Twitter
  - D. LinkedIn

*Difficulty: Easy*

- (p. 40)
14. This social networking site provides a wide array of features and applications including instant messaging, photo, video sharing and games.
- A. MySpace
  - B. Facebook
  - C. Twitter
  - D. LinkedIn

*Difficulty: Easy*

- (p. 42)
15. Twitter is an example of what type of site?
- A. Wiki
  - B. Blog
  - C. Microblog
  - D. Search

*Difficulty: Easy*

- (p. 42)
16. \_\_\_\_\_ typically broadcast live events and use streaming technology in which audio and video files are continuously downloaded to your computer while you are listening to and/or viewing the content.
- A. Webcasts
  - B. Blogs
  - C. Microblogs
  - D. Twitter

(p.

*Difficulty: Easy*

17. (p. 42) \_\_\_\_\_ do not use streaming technology and are used to download media files to your computer.
- A. Webcasts
  - B. Podcasts
  - C. Microblogs
  - D. Twitter

*Difficulty: Easy*

18. (p. 46) Which type of search engine presents a list of topics or categories from which you select subtopics until your search is narrowed to a list of Web sites?
- A. Directory search
  - B. Keyword search
  - C. Metasearch
  - D. Reference search

*Difficulty: Easy*

19. (p. 47) Programs that automatically submit your search request to several search engines simultaneously are called \_\_\_\_\_.
- A. metasearch engines
  - B. Webcrawlers
  - C. spiders
  - D. hits

*Difficulty: Medium*

20. (p. 47) Which of these sites is an example of a metasearch engine?

- (p.  
A. Google  
B. Dogpile  
C. Ask  
D. Medscape

*Difficulty: Hard*

21. (p. 50) This type of e-commerce often resembles the electronic version of the classifieds ads or an auction.  
A. B2C  
B. C2C  
C. C2B  
D. B2B

*Difficulty: Medium*

22. (p. 49) Online banking is an example of what type of e-commerce?  
A. B2C  
B. C2C  
C. C2B  
D. B2B

*Difficulty: Medium*

23. (p. 53) Which of the following is not one of the three basic components of cloud computing?  
A. client organizations and end-users  
B. service providers  
C. the Internet  
D. wireless connectivity

*Difficulty: Medium*

- (p. 49)
24. Programs that automatically start and operate as a part of your browser are called **A.**  
plug-ins  
B. readers  
C. pop-ups  
D. ActiveX controls

*Difficulty: Easy*

25. 54) Parents can use this type of program to block access to selected Web sites.  
A. Plug-in  
B. FTP  
C. BitTorrent  
D. Filter

*Difficulty: Medium*

26. (p. 55) This method of file transfer has been used for decades and is frequently used for uploading changes to a Web site hosted by an Internet service provider.  
A. SSP  
B. FTP  
C. BitTorrent  
D. drop.io

*Difficulty: Medium*

27. (p. 55) This method of file transfer distributes file transfers across many different computers. A. SSP  
B. FTP  
C. BitTorrent  
D. drop.io

*Difficulty: Hard*

(p.

### **True / False Questions**

28. (p. 32) The Internet connects millions of computers and resources across the world via wires, cables, and satellite.

**TRUE**

*Difficulty: Easy*

29. (p. 32) The Internet and the Web are the same.

**FALSE**

*Difficulty: Medium*

30. (p. 35) In addition to an Internet connection users need browser software to easily display web pages.

**TRUE**

*Difficulty: Easy*

31. (p. 36) In order to connect to a Web site, the browser must know only the site's domain name.

**FALSE**

*Difficulty: Hard*

(p.  
32. (p. 37) Web pages that contain hypertext markup language commands are typically written in Java.

**FALSE**

*Difficulty: Hard*

33. (p. 38) Online shopping is the most popular Internet activity.

**FALSE**

*Difficulty: Easy*

34. 38) Internet communications include e-mail, instant messaging, social networking, blogs, and wikis.

**TRUE**

*Difficulty: Easy*

35. (p. 38) Client-based e-mail accounts require a special program called an e-mail client to be installed on your computer.

**TRUE**

*Difficulty: Easy*

36. (p. 39) Attachments to e-mail messages are always safe to open.

**FALSE**

*Difficulty: Easy*



(p.  
37. (p. 39) The CAN-SPAM Act has proven to be more effective than spam blockers at preventing unwanted e-mail.

**FALSE**

*Difficulty: Hard*

38. (p. 40) Instant messaging allows text only.

**FALSE**

*Difficulty: Medium*

39. (p. 40) Cloud computing is an example of a social networking site.

**FALSE**

*Difficulty: Medium*

40. (p. 41) LinkedIn is a social networking site where you should visit if you are looking for professional employment.

**TRUE**

*Difficulty: Easy*

41. (p. 42) After a webcast is completed there are no files left on your computer.

**TRUE**

*Difficulty: Easy*

42. (p. 43) Wikis allow many individuals to edit a document.

(p.  
**TRUE**

*Difficulty: Medium*

43. (p. 48) All information found on the web through search tools can be considered as factual.  
**FALSE**

*Difficulty: Hard*

44. (p. 51) The biggest hurdle for the growth of e-commerce is the evolution of fast, secure, and reliable payment methods for buying goods.  
**TRUE**

*Difficulty: Easy*

45. (p. 54) RealPlayer and Acrobat Reader are classified as plug-in programs.  
**TRUE**

*Difficulty: Medium*

46. (p. 52) Cloud computing has the potential to free end-users from owning, maintaining, and storing software and data.  
**TRUE**

*Difficulty: Medium*

47. (p. 55) Uploading is the process of copying a file from a Web site to your computer.

(p.  
**FALSE**

*Difficulty: Easy*

**Fill in the Blank Questions**

48. (p. 35) Google Chrome is an example of a Web \_\_\_\_\_. **browser**

*Difficulty: Easy*

49. (p. 36) The \_\_\_\_\_ protocol is used for Web traffic and is the most widely used Internet protocol. **http**

*Difficulty: Hard*

50. (p. 36) In the URL "http://www.simnetonline.com", "simnetonline.com" is the \_\_\_\_\_ name. **domain**

*Difficulty: Medium*

51. (p. 36) HTML stands for \_\_\_\_\_.  
**Hypertext Markup Language**

*Difficulty: Hard*

52. (p. 36) A \_\_\_\_\_ is a link on a Web page that leads to another Web page. **hyperlink**

## Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

(p.  
Hyperlinks connect to other Web pages or documents containing related information (including text files, graphics, audio, and video clips).

*Difficulty: Medium*

**53.** (p. 36) Special Web browsers called \_\_\_\_\_ browsers are designed to run on portable devices such as cell phones. **mobile**

Mobile browsers are designed to run on portable devices such as cell phones.

*Difficulty: Hard*

**54.** (p. 38) \_\_\_\_\_ e-mail accounts do not require an e-mail program to be installed on your computer.

**Web-based**

*Difficulty: Easy*

**55.** (p. 39) Unsolicited e-mail is called \_\_\_\_\_. **spam**

*Difficulty: Easy*

**56.** 40) Some software companies have started providing \_\_\_\_\_ instant messenger programs that support communication with other instant messaging services. **universal**

*Difficulty: Hard*

## Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

(p. 42) A \_\_\_\_\_ publishes short sentences that only take a few seconds to write.  
**microblog**

*Difficulty: Medium*

(p. 42) The most popular microblogging site is \_\_\_\_\_. **Twitter**

*Difficulty: Easy*

(p. 43) A \_\_\_\_\_ is a Web site specially designed to allow visitors to edit pages in order to fill in missing information or correct inaccuracies. **wiki**

*Difficulty: Medium*

(p. 43) "Wiki" comes from the Hawaiian word for \_\_\_\_\_. **fast**

*Difficulty: Hard*

(p. 47) A \_\_\_\_\_ search provides a list of categories or topics as a starting point for your search. **directory**

*Difficulty: Medium*

(p. 48) Medscape.com is an example of a \_\_\_\_\_ search engine. **specialized**

*Difficulty: Hard*

(p.

**63.** (p. 48) When evaluating a Web site's content, whether or not the information is up to date is considered part of the \_\_\_\_\_ element. **currency**

*Difficulty: Hard*

**64.** (p. 51) \_\_\_\_\_ are criminals who specialize in stealing, trading, and using stolen credit cards over the Internet. **Carders**

*Difficulty: Medium*

**65.** (p. 53) \_\_\_\_\_ computing provides access to software, programs, and data from anywhere through an Internet connection. **Cloud**

*Difficulty: Medium*

**66.** (p. 56) A(n) \_\_\_\_\_ is a collection of utility programs designed to maintain your security and privacy while you are on the Web. **Internet security suite**

*Difficulty: Medium*

**67.** 57) Knowledge of HTML is considered essential for the job of a \_\_\_\_\_.  
**Webmaster**

*Difficulty: Medium*

(p.

### Essay Questions

68. (p. 32) Describe the evolution of the Internet and Web.

The Internet was launched in 1969 when the United States funded a project to develop a national computer network called Advanced Research Project Agency Network (ARPANET). The Internet is a large network that connects together smaller networks all over the globe. Initially, the Internet was all text – no graphics, animations, sound, or video. The Web was introduced in 1991 at the Center for European Nuclear Research (CERN) in Switzerland and added a multimedia interface to the resources available on the Internet.

*Difficulty: Easy*

69. (p. 36) Define the parts of a URL.

For browsers to connect to resources on the Internet, the address of the resources must be specified. These addresses are called uniform resource locators or URLs. All URLs have at least two basic parts. The protocol is the first part of the address and specifies which protocol (set of rules for exchanging data) to use when connecting to the Internet resources. In the example, <http://www.espn.com>, the protocol is http. The protocol http is used for Web traffic and is the most widely used Internet protocol. The second part of the URL is the domain name, for example [espn.com](http://www.espn.com). This indicates the specific address where the resource is located. The part of the domain name following the dot (.) is the top-level domain. It identifies the type of organization. A .com top-level domain indicates a commercial site.

*Difficulty: Medium*

70. 38) Describe the three basic parts of an e-mail message.

The header appears first and typically includes the e-mail address of the person the message is being sent to, the email address of the person sending the message, a subject line briefly describing the topic of the message, and the names of any file attachments. The second part of the e-mail message is the letter or message itself. Finally, the signature provides additional information about the sender such as name, address, and telephone number.

(p.

*Difficulty: Easy*

71. (p. 39) Briefly explain how instant messaging works.

Instant messaging (IM) is an extension of e-mail that allows two or more people to contact each other via direct, live communication. To use instant messaging, you specify a list of friends and register with an instant messaging server. Whenever you connect to the Internet, special software informs your messaging server that you are online. In response, the server will notify you if any of your contacts are online. At the same time, it notifies your friends that you are online. You can then send messages directly back and forth to one another.

*Difficulty: Medium*

72. (p. 43) Describe a wiki and explain how a wiki differs from a blog.

A wiki is a Web site designed to allow visitors to fill in missing information or correct inaccuracies. Wikis support collaborative writing in which there isn't a single expert author, but rather a community of interested people that builds knowledge over time. Although blogs may have multiple authors, community feedback is limited to adding comments to the site. Blogs are not a collaborative effort like wikis.

*Difficulty: Hard*

73. 46) Explain how a directory search works.

In addition to keyword search, most search engines also provide a directory or list of categories or topics such as Finance, Health, and News. In a directory search, you select a category or topic that fits the information that you want. Another list of subtopics related to the topic you selected appears. You select the subtopic that best relates to your topic and another subtopic list appears. You continue to narrow your search in this manner until a list of Web sites appears. This list corresponds to the hit list produced by a keyword search.



## Chapter 002 The Internet, the Web, and Electronic Commerce **Key**

(p.  
*Difficulty: Easy*

74. (p. 48) Discuss the four elements to consider when evaluating the content and accuracy of information on the Web.

There are four elements to consider when evaluating the accuracy of information on the Web: authority, accuracy, objectivity, and currency. Authority refers to the author's expertise on the subject. Is the site an official site for the information presented, or is the site an individual's personal Web site? In order to determine the accuracy of a Web site, consider whether or not the information has been critically reviewed for correctness prior to posting on the Web. Does the Web site provide a method to report inaccurate information to the authors? Objectivity is reached when the information is factually reported without an author bias. Finally, currency is the timeliness of the Web site. Is the information up to date? Does the site specify the date when the site was last updated?

*Difficulty: Medium*

75. 49) Describe both the advantages, and the disadvantages associated with electronic commerce.

Electronic commerce, also known as e-commerce, is the buying and selling of goods over the Internet. The underlying reason for the rapid growth in e-commerce is that it provides incentives for both buyers and sellers. From the buyer's perspective, goods and services can be purchased at any time of day or night. Traditional commerce is typically limited to standard business hours when the seller is open. Additionally, buyers no longer have to physically travel to the seller's location. From the seller's perspective, the costs associated with owning and operating a retail outlet can be eliminated. Another advantage is reduced inventory. Some of the disadvantages include the inability to provide immediate delivery of goods, the inability to "try on" prospective purchases, and questions relating to the security of online payments.

*Difficulty: Medium*

76. (p. 50) Differentiate between auction house sites and person-to-person auction sites.

*(p.*

Auction house sites sell a wide range of merchandise directly to bidders. The auction house owner presents merchandise that is typically from a company's surplus stock. These sites operate like a traditional auction, and bargain prices are not uncommon. Auction house sites are generally considered safe places to shop. Person-to-person auction sites operate more like flea markets. The owner of the site provides a forum for numerous buyers and sellers to gather. While the owners of these sites typically facilitate the bidding process, they are not involved in completing transactions or in verifying the authenticity of the goods sold. As with purchases at a flea market, buyers and sellers need to be cautious.

*Difficulty: Medium*