

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Which of the following types of computer would you use to support a computer network? 1) _____
A) Server
B) Tablet
C) Mainframe
D) PC
E) Workstation
- 2) Which of the following statements is *not* true about cloud computing? 2) _____
A) It relies on the Internet as the platform for delivering services to users.
B) Charges for cloud resources are based on resources actually used.
C) It is the fastest-growing form of computing.
D) It allows smaller firms to use resources previously unaffordable.
E) It removes the concern about data and systems security for businesses.
- 3) Linux is: 3) _____
A) especially useful for processing numeric data.
B) the operating system for the Macintosh computer.
C) primarily concerned with the tasks of end users.
D) designed for specific machines and specific microprocessors.
E) an example of open-source software.

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 4) You are starting a small market research company with a single business partner, and are planning the hardware and software needs for the two of you. You realize that you will need to make daily backups of your data. What choices do you have as backup media, and what will you choose? Why?

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 5) The Internet is based on which three key technologies? 5) _____
A) TCP/IP, HTML, and HTTP
B) Client/server computing, packet switching, and HTTP
C) HTTP, Web 3.0, and the mobile platform
D) Client/server computing, packet switching, and the development of communications standards for linking networks and computers
E) TCP/IP, HTTP, and packet switching
- 6) In TCP/IP, IP is responsible for: 6) _____
A) establishing an Internet connection between two computers.
B) disassembling and reassembling of packets during transmission.
C) sequencing the transfer of packets.
D) acknowledging the packets sent.
E) moving packets over the network.

7) IPv6 was developed in order to:

7) _____

- A) allow for different levels of service.
- B) update the packet transmission protocols for higher bandwidth.
- C) support Web 3.0.
- D) create more IP addresses.
- E) support Internet2.

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

8) Blogs, wikis, and social networking sites were designed for individuals to communicate with each other. What uses do businesses have for these tools? Give specific examples.

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9) Redirecting a web link to a different address is a form of:

9) _____

- A) sniffing.
- B) snooping.
- C) war driving.
- D) SQL injection attack.
- E) spoofing.

10) An example of phishing is:

10) _____

- A) setting up a fake medical website that asks users for confidential information.
- B) malware that displays annoying pop-up messages.
- C) flooding a web server with thousands of requests for service.
- D) sending bulk email that asks for financial aid under a false pretext.
- E) a program that records the keystrokes on a computer.

11) Your company, an online clothing store, has calculated that a loss of Internet connectivity for 5 hours results in a potential loss of \$1,000 to \$2,000 and that there is a 50% chance of this occurring. What is the annual expected loss from this exposure?

11) _____

- A) \$1,500 B) \$2,000 C) \$3,000 D) \$750 E) \$1,000

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

12) Smartphones are not vulnerable to browser-based malware.

12) _____

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13) Selling the same goods to different targeted groups at different prices is called:

13) _____

- A) price gouging.
- B) price optimization.
- C) cost customization.
- D) price discrimination.
- E) cost optimization.

- 14) Netflix's public announcement of a reward for a technology solution to its movie recommendation system is an example of: 14) _____
- A) behavioral targeting.
 - B) crowdsourcing.
 - C) prediction markets.
 - D) long-tail marketing.
 - E) social sign-on.
- 15) According to your reading of the text, Procter & Gamble's use of intelligent agent technology in its supply chain illustrates the use of information systems to implement which of the main generic business strategies? 15) _____
- A) Product differentiation
 - B) Focus on market niche
 - C) Low-cost leadership
 - D) Strengthen supplier intimacy
 - E) Strengthen customer intimacy

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 16) You have been hired by a small architectural firm interested in implementing a knowledge management system. What features do you think would be of most benefit to them?