

1. Which of the following is defined as registering a replica site with a misspelling in the trademark name that users might easily mistake for the real thing:							
a	Cybercrime	b	Typosquatting	c	Cybersquatting	d	Identity theft
2. For a very small site, _____ architecture serves well, with a home page linking to four or five additional pages.							
a	multi-dimensional	b	hierarchical	c	flat	d	sequential
3. _____ refers to the ease with which a person can accomplish a goal using some tool such as a website.							
a	Functionality	b	Architecture	c	Strategy	d	Usability
4. Which of the following URL components indicates that the resource is a file to be transferred:							
a	http://	b	ftp://	c	https://	d	.com
5. The original language used to create web pages is called :							
a	PHP	b	Java	c	HTML	d	CSS
6. _____ refers to the buying and selling of goods and services over the Internet.							
a	Web	b	E-commerce	c	Marketing	d	Accessibility
7. A computer takes information and converts it into data.							
a	False.	b	True.	c		d	
8. The unique global address for a web page or other resource on the Internet:							
a	Cybercrime	b	Uniform resource locator (URL)	c	Cybersquatting	d	Identity theft
9. The hierarchical naming system that maps a more memorable URL to the actual IP address.							
a	Uniform resource locator	b	hierarchical	c	Domain name system (DNS)	d	sequential
10. Which of the following is defined as registering a domain name that is a company's trademark, hoping to resell it to the company at an exorbitant profit.							
a	Functionality	b	Architecture	c	Strategy	d	Cybersquatting
11. A _____ architecture is useful when designers want the visitor to proceed step by step through a transaction							
a	hierarchical	b	sequential	c	multi-dimensional	d	flat
12. _____ refers to how easily people with disabilities can access and use web resources.							
a	PHP	b	Java	c	Web accessibility	d	CSS
13. The software application that retrieves, interprets, and displays web resources:							
a	Web	b	web browser	c	Marketing	d	Accessibility
14. _____ is a popular language used to add interactivity to web pages written in HTML.							
a	Javascript	b	HTML	c	PHP	d	Java

15. _____ is a mix of technologies that builds on Javascript and enlivens the web.							
a	Javascript	b	AJAX	c HTML	d PHP		
16. The animated ads that appear on websites are often developed in:							
a	word	b	HTML	c	Flash	d PHP	
17. _____ establishes and publishes standards for programming languages used to create software for the web.							
a	The Web Initiative	b	Architecture	c	The Web Accessibility Initiative	d	The World Wide Web Consortium (W3C)
18. _____ tracks purchases as customers navigate the site and click “add to cart” as they go.							
a	Marketing	b	shopping cart software	c	Web	d	Accessibility
19. Businesses can apply for a _____ from independent organizations that audit websites to verify their compliance with minimum trust requirements.							
a	E-commerce	b	approval	c	seal of approval	d	Accessibility
20. _____ uses strategies to increase the quantity and quality of traffic from search engines							
a	Search terms	b	Search engine optimization (SEO)	c	Marketing	d	Search key words
21. A computer takes data and converts it into information.							
a	False.	b	True.	c		d	
22. _____ computed as the number of visitors who click on the ad divided by the number of impressions.							
a	Cybercrime	b	Click-through rate (CTR)	c	Cybersquatting	d	Identity theft
23. _____ serves small ads related to your search in a list of sponsored links.							
a	Uniform resource locator	b	Click-through rate (CTR)	c	Adwords program	d	sequential
24. One significant trend for Web 2.0 is that the web serves as a platform for harnessing the collective intelligence of its users.							
a	True	b	False	c		d	
25. _____ describes how tasks can be delegated to large diffuse groups or communities, who often volunteer their contributions.							
a	Search terms	b	Crowdsourcing	c	Marketing	d	flat