MULTIPLE CHOICE

1. The world’s largest network is _____.
   a. the Internet c. Newsnet
   b. the World Wide Web d. both A and B
   
   ANS: A  PTS: 1  REF: HTML 2

2. ISPs utilize ____ data lines to allow individuals and companies to connect to the Internet backbone for access to the Internet.
   a. high-speed c. low-speed
   b. medium-speed d. both A and B
   
   ANS: D  PTS: 1  REF: HTML 3

3. A(n) ____ is a company that has a permanent connection to the Internet backbone.
   a. ASP c. PSP
   b. ISP d. P2P
   
   ANS: B  PTS: 1  REF: HTML 3

4. Users with computers connected to the Internet can access ____.
   a. the World Wide Web c. e-mail
   b. social networking d. all of the above
   
   ANS: D  PTS: 1  REF: HTML 3

5. The ____ is a set of rules for exchanging text, graphic, sound, video, and other multimedia files.
   a. HTML c. HTTP
   b. ISP d. ASP
   
   ANS: C  PTS: 1  REF: HTML 3

6. The ____ page of a Web site often serves as an index or table of contents to other documents and files displayed on the site.
   a. home c. tools
   b. table d. server
   
   ANS: A  PTS: 1  REF: HTML 4

7. Each Web site contains a(n) ____ page, which is the first document users see when they access the site.
   a. home c. tools
   b. table d. server
   
   ANS: A  PTS: 1  REF: HTML 4
8. Web pages are stored on a(n) ____., which is a computer that stores and sends requested Web pages and other files.
   a. table  
   b. ISP 
   c. index  
   d. host 
   ANS: D  PTS: 1  REF: HTML 4

9. ____ is copying the Web pages and associated files such as graphics and audio to a Web server.
   a. Downloading 
   b. Publishing 
   c. Uploading  
   d. Linking 
   ANS: B  PTS: 1  REF: HTML 4

10. Any computer that has the appropriate software installed on it and is connected to the Internet can act as a Web ____.
    a. server  
    b. proxy  
    c. key 
    d. transfer protocol 
    ANS: A  PTS: 1  REF: HTML 4

11. A very large Web site may be spread over a number of ____ in different geographic locations.
    a. clients 
    b. proxies 
    c. servers 
    d. protocols 
    ANS: C  PTS: 1  REF: HTML 4

12. A(n) ____ site is a site generally available to the public.
    a. extranet  
    b. Internet 
    c. intranet 
    d. newsnet 
    ANS: B  PTS: 1  REF: HTML 5

13. A(n) ____ is a private network that uses Internet technologies to share company information among employees.
    a. newssnet  
    b. Internet 
    c. extranet  
    d. intranet 
    ANS: D  PTS: 1  REF: HTML 5

14. A(n) ____ is contained within a company or organization's network.
    a. extranet  
    b. newsnet  
    c. intranet 
    d. Internet 
    ANS: C  PTS: 1  REF: HTML 5

15. A(n) ____ can be used to share forms or organization schedules with employees or members.
    a. newssnet  
    b. Internet  
    c. intranet  
    d. commerce network 
    ANS: C  PTS: 1  REF: HTML 5
16. A(n) ____ is a private network that uses Internet technologies to share business information with select corporate partners or key customers.
   a. extranet  
   b. intranet  
   c. newsnet  
   d. Internet  
   ANS: A  PTS: 1  REF: HTML 5

17. One use of a(n) ____ might be to support e-commerce to allow retailers to purchase inventory directly or to pay bills online.
   a. intranet  
   b. extranet  
   c. Internet  
   d. newsnet  
   ANS: B  PTS: 1  REF: HTML 5

18. Using ____ technologies, Web sites can enable customers to browse product catalogs, comparison shop, and order products online.
   a. dynamic  
   b. FAQ  
   c. e-commerce  
   d. intranet  
   ANS: C  PTS: 1  REF: HTML 5

19. In order to view a Web page on any type of Web site, a computer needs to have a Web ____ installed.
   a. browser  
   b. client  
   c. manager  
   d. explorer  
   ANS: A  PTS: 1  REF: HTML 7

20. A Web ____ is a program that interprets and displays Web pages and enables you to view and interact with a Web page.
   a. surfer  
   b. browser  
   c. resource locator  
   d. client  
   ANS: B  PTS: 1  REF: HTML 7

21. A(n) ____ is the address of a document or other file accessible on the Internet.
   a. client  
   b. URL  
   c. explorer  
   d. tag  
   ANS: B  PTS: 1  REF: HTML 7

22. To locate a Web page using a browser, you type its ____ in the browser’s Address or Location bar.
   a. tag  
   b. URL  
   c. header  
   d. index  
   ANS: B  PTS: 1  REF: HTML 7

   a. URL  
   b. tag  
   c. header  
   d. index  
   ANS: A  PTS: 1  REF: HTML 7
24. ____ is the authoring language used to create documents on the World Wide Web.
   a. URL  c. HTTP
   b. XHTML  d. HTML

   ANS: D  PTS: 1  REF: HTML 8

25. ____ uses markup to define the structure and layout of a Web document.
   a. Perl  c. HTML
   b. JavaScript  d. SGML

   ANS: C  PTS: 1  REF: HTML 8

26. The ____ tag is used to display a horizontal rule across the page.
   a. <line>  c. <rule>
   b. <across>  d. <hr />

   ANS: D  PTS: 1  REF: HTML 8

27. The most recent version of HTML is HTML ____.
   a. 2.0  c. 4.01
   b. 3.2  d. 5.02

   ANS: C  PTS: 1  REF: HTML 11

28. You can use CSS to alter the ____ of a Web page.
   a. content  c. style
   b. scripting  d. indexing

   ANS: C  PTS: 1  REF: HTML 11

29. The term ____ describes a combination of HTML tags, CSS, and a scripting language.
   a. CHTML  c. XML
   b. DOM  d. XHTML

   ANS: B  PTS: 1  REF: HTML 11

30. ____ is limited in its ability to define the appearance across one or more Web pages.
   a. HTML  c. XML
   b. CSS  d. XHTML

   ANS: A  PTS: 1  REF: HTML 11

31. ____ is an example of a scripting language.
   a. Linux  c. JavaScript
   b. SQL  d. C++

   ANS: C  PTS: 1  REF: HTML 11
32. ____ is a markup language that uses tags to describe the structure and content of a document, not the format.
   a. XML  c. CSS
   b. XHTML  d. DHTML

   ANS: A  PTS: 1  REF: HTML 12

33. By combining ____. XHTML combines the benefits of the display features of HTML and the stricter coding standards required by XML.
   a. Linux and XML  c. C++ and HTML
   b. Perl and HTML  d. HTML and XML

   ANS: D  PTS: 1  REF: HTML 12

34. An XHTML coding practice is to require that the HTML file include a ____ statement.
   a. BODY  c. HEAD
   b. DOCTYPE  d. LINK

   ANS: B  PTS: 1  REF: HTML 12

35. An XHTML coding practice is to require that all attribute values be enclosed by ____.
   a. braces  c. angle brackets
   b. parentheses  d. single or double quotes

   ANS: D  PTS: 1  REF: HTML 12

36. You can create Web pages using HTML with a simple ____., such as Notepad++, Notepad, TextPad, or SimpleText.
   a. text editor  c. WYSIWYG editor
   b. HTML editor  d. development editor

   ANS: A  PTS: 1  REF: HTML 13

37. You can create Web pages using a(n) ____, such as EditPlus or BBEdit.
   a. code editor  c. WYSIWYG editor
   b. HTML text editor  d. development editor

   ANS: B  PTS: 1  REF: HTML 14

38. You can create Web pages using a(n) ____, such as Adobe Dreamweaver or Amaya.
   a. text editor  c. WYSIWYG editor
   b. HTML editor  d. development editor

   ANS: C  PTS: 1  REF: HTML 14

   a. hierarchical  c. broad
   b. deep  d. webbed

   ANS: A  PTS: 1  REF: HTML 18
40. A(n) ____ Web site structure has no set organization.
   a. hierarchical  c. deep
   b. broad  d. webbed

   ANS: D  PTS: 1  REF: HTML 18

MULTIPLE RESPONSE

Modified Multiple Choice

1. Because the Web supports ____, a Web page can include this kind of element.
   a. sound  c. text
   b. graphics  d. video

   ANS: A, B, C, D  PTS: 1  REF: HTML 3

2. Companies and organizations can use extranets to share ____.
   a. product manuals  c. training modules
   b. inventory status  d. order information

   ANS: A, B, C, D  PTS: 1  REF: HTML 5

3. ____ is a popular browser in use today.
   a. Microsoft Internet Explorer  c. Apple Safari
   b. Mozilla Firefox  d. Mosaic

   ANS: A, B, C  PTS: 1  REF: HTML 7

4. Most HTML elements consist of ____.
   a. a start tag  c. an end tag
   b. a break tag  d. content

   ANS: A, C, D  PTS: 1  REF: HTML 9

5. Knowing the ____ of your target audience will help you design a Web site appropriate for all users.
   a. age  c. income level
   b. gender  d. level of computer literacy

   ANS: A, B, D  PTS: 1  REF: HTML 15

MODIFIED TRUE/FALSE

1. In XHTML, all tags and attributes must be written in uppercase. _________________________

   ANS: F, lowercase  PTS: 1  REF: HTML 12
2. In the design phase, it also is important to consider the processes required to support Web site features.

ANS: F, analysis

PTS: 1 REF: HTML 16

3. The World Wide Web uses a hierarchical structure, so users can navigate among Web pages in any order they choose.

ANS: F, webbed

PTS: 1 REF: HTML 18

4. Stress testing is a method by which users of a Web site or other product are asked to perform certain tasks in an effort to measure the product’s ease-of-use and the user’s perception of the experience.

ANS: F, Usability

PTS: 1 REF: HTML 22

5. Compatibility testing is done to verify that a Web site works with a variety of browsers and browser versions.

ANS: T PTS: 1 REF: HTML 22

TRUE/FALSE

1. More than 950 thousand people in 240 countries connect to the Internet using computers in their homes, offices, schools, and public locations such as libraries.

ANS: F PTS: 1 REF: HTML 3

2. Once a Web page is published, users with access to the Internet can view it, depending on where the Web server is located.

ANS: F PTS: 1 REF: HTML 4

3. An Internet is contained within a company or organization’s network.

ANS: F PTS: 1 REF: HTML 5

4. The Internet is password-protected, which makes a safer environment for sharing information.

ANS: F PTS: 1 REF: HTML 6
5. Only text can serve as hyperlinks.
   ANS: F   PTS: 1   REF: HTML 8

6. HTML is platform dependent.
   ANS: F   PTS: 1   REF: HTML 9

7. Similar to all programming languages, HTML has a set of coding practices designed to simplify the process of creating and editing HTML files and ensure the Web pages appear correctly in different browsers.
   ANS: T   PTS: 1   REF: HTML 10

8. When creating an HTML file, you should separate sections of the HTML code with parentheses.
   ANS: F   PTS: 1   REF: HTML 10

9. HTML browsers ignore spaces that exist between the tags in your HTML document.
   ANS: T   PTS: 1   REF: HTML 10

10. Most browsers do not support previous versions of HTML.
    ANS: F   PTS: 1   REF: HTML 11

11. With CSS, you can specify the style for an element within a single Web page or throughout an entire Web site.
    ANS: T   PTS: 1   REF: HTML 11

12. If you create a Web page in HTML and do not follow XHTML coding standards exactly, the Web browser on your computer will not interpret and display the page correctly.
    ANS: F   PTS: 1   REF: HTML 12

13. In XHTML, all tags must be closed, except tags that do not have end tags.
    ANS: F   PTS: 1   REF: HTML 12

14. Microsoft Word has a Save as Web Page feature that converts a document into an HTML file by automatically adding HTML tags to the document.
    ANS: T   PTS: 1   REF: HTML 14

15. A text editor creates the HTML code for you as you add elements to the Web page, which means that you do not have to enter HTML tags directly.
    ANS: F   PTS: 1   REF: HTML 14
16. The Web development life cycle includes the following phases: planning, analysis, design and development, testing, and implementation and maintenance.

ANS: T  PTS: 1  REF: HTML 14

17. Web site planning, which is the second phase of the Web development life cycle, involves identifying the goals or purpose of the Web site.

ANS: F  PTS: 1  REF: HTML 15

18. During the analysis phase, you make decisions about the Web site content and functionality.

ANS: T  PTS: 1  REF: HTML 16

19. You should select a structure for a Web site based on what search engines users are likely to use to find your site.

ANS: F  PTS: 1  REF: HTML 17

20. Most Web sites are a combination of the linear, hierarchical, and webbed structures.

ANS: T  PTS: 1  REF: HTML 19

21. A Web developer should always design for viewing by a diverse audience, including physically impaired and global users.

ANS: T  PTS: 1  REF: HTML 21

22. One way to conduct usability testing is to give users a specific task to complete and then observe how they navigate through the site to complete the task.

ANS: T  PTS: 1  REF: HTML 22

23. Implementation of a Web site involves the actual publishing of the Web pages to a Web server.

ANS: T  PTS: 1  REF: HTML 24

24. You need to ensure that updates to a Web site do not compromise the site’s integrity and consistency.

ANS: T  PTS: 1  REF: HTML 24

25. Obtaining and analyzing a Web site’s logs allows you to determine the number of visitors and usage patterns, but not the browser types and versions.

ANS: F  PTS: 1  REF: HTML 24
COMPLETION

1. The ____________________ is a worldwide collection of computers and computer networks that links together billions of computers used by businesses, government, educational institutions, organizations, and individuals.

   ANS: Internet

   PTS: 1    REF: HTML 2

2. A(n) ____________________ is a collection of two or more computers that are connected together to share resources and information.

   ANS: network

   PTS: 1    REF: HTML 3

3. The ____________________ is a collection of high-speed data lines that connect major computer systems located around the world.

   ANS: Internet backbone

   PTS: 1    REF: HTML 3

4. The ____________________ is the part of the Internet that supports multimedia and consists of a collection of linked documents.

   ANS: Web

   World Wide Web

   PTS: 1    REF: HTML 3

5. The linked documents on the Web are known as Web _________________.

   ANS: pages

   PTS: 1    REF: HTML 3

6. A(n) ________________ site is a site generally available to the public.

   ANS: Internet

   Web

   PTS: 1    REF: HTML 5
7. The buying and selling of goods and services on the Internet is called ____________________.

ANS:

e-commerce
electronic commerce

PTS: 1 REF: HTML 5

8. A(n) ____________________ is an element used to connect one Web page to another Web page on the same, or a different, Web server located anywhere in the world.

ANS:

hyperlink
link

PTS: 1 REF: HTML 7

9. HTML uses a set of special instructions called ____________________ to define the structure and layout of a Web document and specify how the page is displayed in a browser.

ANS:

tags
markup

PTS: 1 REF: HTML 8

10. ____________________ define additional characteristics such as font weight or style for an HTML tag.

ANS: Attributes

PTS: 1 REF: HTML 8

11. HTML is ____________________, meaning you can create, or code, an HTML file on one type of computer and then use a browser on another type of computer to view that file as a Web page.

ANS: platform independent

PTS: 1 REF: HTML 9

12. To ensure that browsers can interpret each new version of HTML, the W3C maintains HTML standards, or ____________________, which are publicly available on its Web site.

ANS: specifications

PTS: 1 REF: HTML 11
13. ________________ tags and attributes are ones that are no longer recommended in the latest W3C standard.

ANS: Deprecated

PTS: 1  REF: HTML 11

14. ________________ is a reformulation of HTML formatting so it conforms to XML structure and content rules.

ANS:

Extensible Hypertext Markup Language (XHTML)
Extensible Hypertext Markup Language
XHTML
XHTML (Extensible Hypertext Markup Language)

PTS: 1  REF: HTML 12

15. A(n) ________________ is a program that allows a user to enter, change, save, and print text, such as HTML.

ANS: text editor

PTS: 1  REF: HTML 13

16. A(n) ________________, such as Eiffel Software object editor, provides the functionality of an outline editor that allows you to expand and collapse HTML objects and properties, edit parameters, and view graphics attached to the expanded objects.

ANS: HTML object editor

PTS: 1  REF: HTML 14

17. A(n) ________________ editor is a program that provides a graphical user interface that allows a developer to preview the Web page during its development.

ANS: WYSIWYG

PTS: 1  REF: HTML 14

18. A(n) ________________ Web site structure connects Web pages in a straight line.

ANS: linear

PTS: 1  REF: HTML 17
19. A(n) ____________________ Web site is one in which the home page is the main index page, and all other Web pages are linked individually to the home page.

ANS: broad

PTS: 1 REF: HTML 19

20. ____________________ testing determines what happens on your Web site when greater numbers of users access the site.

ANS: Stress

PTS: 1 REF: HTML 23

MATCHING

Identify the letter of the choice that best matches the phrase or definition.

a. Web servers  
b. XHTML  
c. usability  
d. broad  
e. hyperlinks  
f. HTML  
g. hierarchical  
h. FTP  
i. log  
j. W3C

1. Every Web site is stored on, and runs from, one or more of these.
2. With these, a Web site user does not have to view information linearly.
3. This markup language can be used with other Web technologies to provide additional Web page functionality.
4. In this markup language, all elements must be nested properly.
5. By making other Web pages accessible only through the home page, this kind of Web site forces the user to return to the home page in order to move from one Web page to another.
6. This kind of Web site is one that has many levels of pages, requiring the user to click many times to reach a particular Web page.
7. The organization with de facto responsibility for governing HTML.
8. This is the measure of how well a product allows a user to accomplish his or her goals.
9. You can use this kind of software to publish your Web pages to a Web server.
10. A kind of file that lists all of the Web pages that have been requested from a Web site.

1. ANS: A PTS: 1 REF: HTML 4
2. ANS: E PTS: 1 REF: HTML 8
3. ANS: F PTS: 1 REF: HTML 11
4. ANS: B PTS: 1 REF: HTML 12
5. ANS: D PTS: 1 REF: HTML 20
6. ANS: G PTS: 1 REF: HTML 18
7. ANS: J PTS: 1 REF: HTML 3
8. ANS: C PTS: 1 REF: HTML 22
9. ANS: H PTS: 1 REF: HTML 24
10. ANS: I PTS: 1 REF: HTML 24
1. What is the difference between a text editor, an HTML text editor, and an HTML object editor?

ANS:
A text editor is a program that allows a user to enter, change, save, and print text, such as HTML. Text editors do not have many advanced features but they do allow you to develop HTML documents easily. You can also create Web pages using an HTML text editor, such as EditPlus or BBEdit. An HTML text editor is a program that provides basic text-editing functions, as well as more advanced features such as color-coding for various HTML tags, menus to insert HTML tags, and spell checkers. An HTML object editor, such as Eiffel Software object editor, provides the additional functionality of an outline editor that allows you to expand and collapse HTML objects and properties, edit parameters, and view graphics attached to the expanded objects.

PTS: 1  REF: HTML 13-HTML 14  TOP: Critical Thinking

2. List at least five basic steps to test content and functionality of a Web site.

ANS:
1) Validating each Web page by running it through the W3C markup validation service
2) Proofreading content and page titles to review for accurate spelling and grammar
3) Checking links to ensure that they are not broken and are linked correctly
4) Checking graphics to confirm they appear properly and are linked correctly
5) Ensuring that accessibility and internationalization issues are addressed
6) Testing forms and other interactive page elements
7) Testing pages to make sure they load quickly, even over lower-speed connections
8) Printing each page to check how printed pages look

PTS: 1  REF: HTML 22  TOP: Critical Thinking

3. Define compatibility testing and discuss its purpose.

ANS:
Compatibility testing is done to verify that the Web site works with a variety of browsers and browser versions. Initially, test using the browsers that your audience is most likely to use. Different browsers display some aspects of Web pages differently, so it is important to test Web pages in several different browsers to verify they appear correctly in each browser. If you have used technologies that are not supported by older browsers or that require plug-ins, consider changing the content or providing alternative Web pages for viewing in older browsers. If your audience uses both PC and Macintosh computers, you need to test the Web pages using browsers on both platforms. You also may want to test the Web pages in several versions of the same browser (usually the two most recent versions), in the event users have not yet upgraded.

PTS: 1  REF: HTML 22-HTML 23  TOP: Critical Thinking
Critical Thinking Questions
Case 1-1

Mark is charged with setting up a method for distributing information at the university where he works.

1. Mark has been told that the content he needs to distribute will include course lists with student data, lecture notes, and slides that should be available only to the students in a given course. Which of the following technologies is the best choice for him?

| a. An extranet because it is the most inclusive technology. |
| b. An extranet because it is a private network that can be limited to sharing information among members of a particular group. |
| c. An intranet because it is a private network that can be limited to sharing information among members of a particular group. |
| d. None of the above |

ANS: c

PTS: 1    REF: HTML 5    TOP: Critical Thinking

2. When Mark’s assignment changes, and he needs to develop a solution for use by the finance office at the university, he is told that he will need to allow vendors to submit their bills online and to check to see if the university has paid their bills. Which of the following technologies is the best choice for him?

| a. intranet | c. Internet |
| b. extranet | d. vendornet |

ANS: b

PTS: 1    REF: HTML 5    TOP: Critical Thinking
Critical Thinking Questions
Case 1-2

You and Sebastian are responsible for collecting all of the questions that members of the team have submitted related to the development of the firm's new Web site and determining at what point those questions are relevant to the development team.

3. One of the questions submitted to Sebastian was, “Who will use this Web site?” During what phase of the Web development cycle should you plan to answer that question?

<table>
<thead>
<tr>
<th>a. planning</th>
<th>c. analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. design and development</td>
<td>d. implementation and maintenance</td>
</tr>
</tbody>
</table>

ANS: a

PTS: 1  REF: HTML 15  TOP: Critical Thinking

4. Another question submitted to Sebastian was, “How will the Web pages be organized?” During what phase of the Web development cycle should you plan to answer that question?

<table>
<thead>
<tr>
<th>a. planning</th>
<th>c. analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. design and development</td>
<td>d. implementation and maintenance</td>
</tr>
</tbody>
</table>

ANS: b

PTS: 1  REF: HTML 15  TOP: Critical Thinking