

Chapter 02 (Test Bank)

Student: _____

1. An intranet is a restricted network that relies on internet technologies to provide an internet-like environment within the company for information sharing, communications, collaboration, web publishing, and the support of business processes.

True False

2. VPNs are often used to connect to a corporate server. VPN stands for a valued partner network.

True False

3. The three main benefits of networks or a connected world include sharing resources, providing opportunities and reducing travel.

True False

4. The main challenges facing networks include security, social, ethical and political issues.

True False

5. Two methods for encrypting network traffic on the web are secure sockets layer and secure hypertext transfer protocol.

True False

6. Secure sockets layer (SSL) is a combination of HTTP and SSL to provide encryption and secure identification of an internet server.

True False

7. Some of the social challenges with networking occur with newsgroups or blogs where like-minded people can exchange messages. Problems can arise when sensitive social issues become the topic of discussion such as politics or religion.

True False

8. Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers.

True False

9. Sustaining technology produces an improved product that customers are eager to buy.

True False

10. Established companies should take advantage of disruptive technologies without hindering existing relationships with customers, partners and stakeholders.

True False

11. Disruptive technology is a new way of doing things that initially does meet the needs of existing customers.

True False

12. Digital Darwinism implies that organisations that can adapt to the new demands placed on them for surviving in the information age are doomed to extinction.

True False

13. Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers; whereas, sustaining technology produces an improved product that customers are eager to buy.

True False

14. Web 2.0 is the next generation of internet that uses a more mature, distinctive communications platform characterised by new qualities such as collaboration, sharing and free.

True False

15. Source code is software made available free for any third party to review and modify.

True False

16. The most common form of collective intelligence found outside the organisation is crowdsourcing, or the wisdom of the crowd.

True False

17. Social networks are websites that rely on user participation and user-contributed content, such as Facebook, YouTube and Digg.

True False

18. Social tagging is similar to taxonomy except that crowdsourcing determines the tags or keyword-based classification system.
- True False
19. The three Business 2.0 communication and collaboration tools a business can use to harness the power of people include blogs, wikis and mashups.
- True False
20. A wiki is a Hawaiian word for quick and is a type of a collaborative webpage that allows users to add, remove and change content.
- True False
21. RSS allows a website to constantly feed information and news to consumers instead of having the consumer search for it.
- True False
22. Web 3.0 refers to static text-based information websites.
- True False
23. What is a disadvantage of networking or performing business in a connected world?
- A. Reduces travel and expenses
 - B. Provides opportunities
 - C. Shares resources
 - D. Increases resource threats
24. Which benefits of a connected world makes all applications, equipment (such as a high-volume printer), and data available to anyone on the network, without regard to the physical location of the resource or the user?
- A. Sharing resources
 - B. Providing opportunities
 - C. Reducing travel
 - D. All the answers are correct

25. An extranet is not available for use by a _____.
- A. Customer
 - B. Supplier
 - C. Employee
 - D. Competitor
26. Why would a company use an intranet?
- A. Intranets are used for business operations and management
 - B. Intranets are used for communications and collaboration
 - C. Intranets are used for web publishing
 - D. All the answers are correct
27. What is the major challenge of networking or performing business in a connected world?
- A. Personal issues
 - B. Society demands
 - C. Security issues
 - D. Telecommuting demands
28. What is a combination of HTTP and SSL that provides encryption and secure identification of an internet server?
- A. Secure hypertext transfer protocol (SHTTP)
 - B. Secure sockets layer (SSL)
 - C. SSL certificate
 - D. SHTTP certificate
29. To create an SSL connection, a web server requires a _____, which is an electronic document that confirms the identity of a website or server and verifies that a public key belongs to a trustworthy individual or company.
- A. DSL Degree
 - B. SSL Degree
 - C. SSL Certificate
 - D. DSL Certificate

30. What is the digital divide?

- A. A worldwide gap giving advantage to those with access to technology
- B. A data interruption in the internet connection
- C. A deficiency in school-aged children with computer knowledge
- D. A divide between the economies of third world countries

31. What is the worldwide gap giving advantage to those with access to technology?

- A. Digital subscriber
- B. Digital divide
- C. Digital Darwinism
- D. Digital era

32. Which of the following statements is true:

- A. Sustaining technologies tend to provide customers with better, faster and cheaper products in established markets.
- B. Sustaining technologies are new ways of doing things that initially do not meet the needs and expectations of existing customers.
- C. Sustaining technologies are developed when organisations cannot adapt to new demands placed upon them for surviving in the information age.
- D. All the answers are correct

33. Sony started as a tiny company that built portable, battery-powered transistor radio. The sound quality was poor, but customers were willing to overlook that for convenience and portability. With the experience and revenue stream from these portable radios, Sony improved its technology to produce cheap, low-end transistor amplifiers that were suitable for home use, and invested those revenues in improving the technology further, which produced still better radios. This is an example of:

- A. Sustaining technologies.
- B. Disruptive technologies.
- C. Web 3.0.
- D. Digital Darwinism.

34. The following constitute examples of disruptive technologies:
- A. Apple's iPad.
 - B. Charles Schwab's online brokerage.
 - C. Hewlett-Packard's ink-jet printers.
 - D. All the answers are correct
35. Polaroid, founded in 1937, produced the first instant camera in the late 1940s. The Polaroid camera, whose pictures developed themselves, was one of the most exciting technological advances the photography industry had ever seen. The company eventually went public, becoming one of Wall Street's most prominent enterprises, with its stock trading above US\$60 a share in 1997. In 2002, the stock dropped to 8 cents and the company declared bankruptcy. This is an example of:
- A. Digital Darwinism.
 - B. Increased richness.
 - C. Business 2.0.
 - D. None of these.
36. Which of the below is not a characteristic of Business 2.0?
- A. Encourages user participation
 - B. Technical skills are required
 - C. Eliminates entry barriers to publishing on the web
 - D. Provides an exciting and vibrant virtual environment
37. What is the system that consists of non-proprietary hardware and software based on publicly known standards that allows third parties to create add-on products to plug into or interoperate with the system?
- A. Management system
 - B. Reputation system
 - C. Knowledge system
 - D. Open system

38. What is software whose source code is available free for any third party to review and modify?
- A. Free source
 - B. Open source
 - C. Code source
 - D. Network source
39. Erik is the president and owner of Watch Out, a local website development company that helps clients create and build unique websites. Many of his daily tasks are heavily technical in nature and require a high level of computer programming and internet knowledge. Which of the below would Erik primarily use when performing his daily tasks?
- A. Source code
 - B. Brick-and-mortar
 - C. Information reach
 - D. Explicit knowledge
40. e-Business was characterised by few companies or users posting content for the masses. What characterises Business 2.0?
- A. A select few posting content for high-level executives only
 - B. The masses posting content for a select few
 - C. The masses posting content for the masses
 - D. A select few posting specific content for the masses
41. What is web content that is created and updated by many users for many users?
- A. Cybermediation-contributed content
 - B. User-contributed content
 - C. Executive-generated content
 - D. Customer-generated content

42. eBay buyers voluntarily comment to other users and sellers on the quality of service, promptness of shipping, and their general satisfaction with the product. This is one of the most popular examples of user-generated content and is called _____.
- A. Reputation system
 - B. Knowledge system
 - C. Explicit system
 - D. User-generated sales cycle
43. What is the most common form of collective intelligence found inside the organisation?
- A. Crowdsourcing
 - B. Tacit management
 - C. Knowledge management
 - D. Tagging
44. What is the difference between asynchronous and synchronous communication?
- A. Asynchronous is real-time communication; synchronous is one-way technology
 - B. Asynchronous is communication that does not occur at the same time; synchronous communication occurs at the same time
 - C. Asynchronous communication includes instant messaging; synchronous communication includes email
 - D. Asynchronous communication is fast and instant; synchronous communication is collected at a single point in time
45. Which of the below is not a characteristic of Business 2.0?
- A. Knowledge management
 - B. Collaboration system
 - C. Web browser
 - D. Explicit knowledge

46. Lisa loves her job as an executive recruiter for a large hospital located in Melbourne. Part of Lisa's job requires her to gather industry information, collaborate with partners, compare competitors and tap into the knowledge of prospective employees, partners and customers. Which of the below would Lisa use to perform her job?
- A. Interactivity metrics
 - B. Source code
 - C. Network effect
 - D. Collective intelligence
47. Which system supports the capturing, organisation, and dissemination of knowledge throughout an organisation?
- A. Cybermediation system
 - B. Knowledge management system
 - C. Source code system
 - D. Social media system
48. What are the two categories that include intellectual and knowledge-based assets?
- A. Explicit knowledge; tacit knowledge
 - B. Efficient knowledge; tacit knowledge
 - C. Intelligent knowledge; explicit knowledge
 - D. Open knowledge; closed knowledge
49. What is the type of knowledge that is contained in people's heads?
- A. Explicit knowledge
 - B. Virtual knowledge
 - C. Tacit knowledge
 - D. Pure knowledge

50. What is the type of knowledge that consists of anything that can be documented, archived and codified, often with the help of a MIS department?
- A. Tacit knowledge
 - B. Explicit knowledge
 - C. Pure knowledge
 - D. Virtual knowledge
51. Which of the below represents an example of why an employer would use social media?
- A. To find potential job candidates via LinkedIn
 - B. To review potential job candidates by viewing their Facebook page
 - C. To attract new job candidates via YouTube
 - D. All the answers are correct.
52. What are the two basic functions that social networking sites provide?
- A. The ability to create and publish your own software
 - B. The ability to create and maintain a profile that is your online identity and create connections between other people within the network
 - C. The ability to capture and create URLs and RSSs
 - D. The ability to create URLs and edit RSS software
53. Social tagging describes the collaborative activity of marking shared online content with keywords or tags as a way to _____.
- A. Organise it for future navigation
 - B. Organise it for future filtering
 - C. Organise it for future search
 - D. All the answers are correct.
54. Using the collective power of a community to identify and classify content significantly _____ content categorisation costs.
- A. Eliminates
 - B. Raises
 - C. Lowers
 - D. Balances

55. What is one simplification that has occurred with Business 2.0?
- A. By helping online users create anonymity
 - B. By limiting the sharing capabilities of devices
 - C. By improving access to information
 - D. By communicating via email
56. What is an online journal that allows users to post their own opinions, comments, graphics and video?
- A. Web masters
 - B. Folksonomy
 - C. Disintermediation
 - D. A Blog or web log
57. What is the difference between a wiki and a blog?
- A. A wiki is free and a blog has a subscription fee
 - B. A wiki user can alter the original content of an article, where a blog user can only add information as a comment
 - C. A wiki is original content, where a blog is used sources
 - D. All the answers are correct
58. Many websites use _____ to constantly feed news to consumers instead of having the consumer search for the news.
- A. Mashup
 - B. Source code
 - C. RSS
 - D. SNA
59. Which of the following best describes Web 3.0?
- A. User-generated online business
 - B. Based on the 'intelligent' web where applications use natural language processing
 - C. Collaboration and social media
 - D. All the answers are correct

60. Which statement below is inaccurate?

- A. Web 2.0 is a simple static website without any interaction with its users
- B. Web 2.0 brings people closer together with information using machines
- C. Web 3.0 brings machines closer together using information
- D. Web 3.0 is a rich 'intelligent' understanding and relationships among concept and topics

61. Which statement below is incorrect?

- A. The semantic web captures, organises and disseminates knowledge (i.e. know-how) throughout an organisation
- B. The semantic web describes the relationships between things
- C. The semantic web describes the properties of things
- D. The semantic web is not about links between webpages

62. Which of the following is not a topic or feature that is included in Web 3.0?

- A. A worldwide database
- B. Intelligent applications
- C. Social networking
- D. Integration of legacy devices

63. An _____ is an extension of an intranet that is available only to authorised outsiders, such as customers, partners and suppliers.

64. _____ offer many advantages for business including sharing resources, providing opportunities and reducing travel.

65. One benefit of a connected world, resource _____ makes all applications, equipment (such as a high-volume printer) and data available to anyone on the network, without regard to the physical location of the resource or the user.

66. Secure hypertext transfer _____ is a combination of HTTP and SSL to provide encryption and secure identification of an internet server.
- _____
67. Secure socket _____ is a standard security technology for establishing an encrypted link between a web server and a browser, ensuring that all data passed between them remains private.
- _____
68. To create an SSL connection, a web server requires an SSL _____, an electronic document that confirms the identity of a website or server and verifies that a public key belongs to a trustworthy individual or company.
- _____
69. Providing network access to those who want or need it helps to level the playing field and removes the digital _____, a worldwide gap giving advantage to those with access to technology.
- _____
70. The web version that is defining the next generation of online business is Web _____, or the 'intelligent' web application.
- _____
71. Identify the benefits of a connected world.

72. Identify the challenges of a connected world.

73. Explain how Business 2.0 is helping communities network and collaborate.

74. Describe the three Business 2.0 tools for collaborating.

Chapter 02 - Testbank **Key**

1. An intranet is a restricted network that relies on internet technologies to provide an internet-like environment within the company for information sharing, communications, collaboration, web publishing, and the support of business processes.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

2. VPNs are often used to connect to a corporate server. VPN stands for a valued partner network.

FALSE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

3. The three main benefits of networks or a connected world include sharing resources, providing opportunities and reducing travel.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

4. The main challenges facing networks include security, social, ethical and political issues.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

5. Two methods for encrypting network traffic on the web are secure sockets layer and secure hypertext transfer protocol.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

6. Secure sockets layer (SSL) is a combination of HTTP and SSL to provide encryption and secure identification of an internet server.

FALSE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

7. Some of the social challenges with networking occur with newsgroups or blogs where like-minded people can exchange messages. Problems can arise when sensitive social issues become the topic of discussion such as politics or religion.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

8. Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.03 Compare disruptive and sustaining technologies, and explain how the internet and WWW caused business disruption.

Topic: Disruptive and sustaining technologies

9. Sustaining technology produces an improved product that customers are eager to buy.

TRUE

AACSB: Reflective thinking

10. Established companies should take advantage of disruptive technologies without hindering existing relationships with customers, partners and stakeholders.

TRUE

11. Disruptive technology is a new way of doing things that initially does meet the needs of existing customers.

FALSE

12. Digital Darwinism implies that organisations that can adapt to the new demands placed on them for surviving in the information age are doomed to extinction.

FALSE

13. Disruptive technology is a new way of doing things that initially does not meet the needs of existing customers; whereas, sustaining technology produces an improved product that customers are eager to buy.

TRUE

14. Web 2.0 is the next generation of internet that uses a more mature, distinctive communications platform characterised by new qualities such as collaboration, sharing and free.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

15. Source code is software made available free for any third party to review and modify.

FALSE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

16. The most common form of collective intelligence found outside the organisation is crowdsourcing, or the wisdom of the crowd.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

17. Social networks are websites that rely on user participation and user-contributed content, such as Facebook, YouTube and Digg.

TRUE

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.05 Explain how Business 2.0 is helping communities network and collaborate.

Topic: Networking communities with Business 2.0

18. Social tagging is similar to taxonomy except that crowdsourcing determines the tags or keyword-based classification system.

FALSE

AACSB: Reflective thinking

19. The three Business 2.0 communication and collaboration tools a business can use to harness the power of people include blogs, wikis and mashups.

TRUE

20. A wiki is a Hawaiian word for quick and is a type of a collaborative webpage that allows users to add, remove and change content.

TRUE

21. RSS allows a website to constantly feed information and news to consumers instead of having the consumer search for it.

TRUE

22. Web 3.0 refers to static text-based information websites.

FALSE

23. What is a disadvantage of networking or performing business in a connected world?

- A. Reduces travel and expenses
- B. Provides opportunities
- C. Shares resources
- D.** Increases resource threats

Benefits of a connected world include: (1) sharing resources; (2) providing opportunities; and (3) reducing travel.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

24. Which benefits of a connected world makes all applications, equipment (such as a high-volume printer), and data available to anyone on the network, without regard to the physical location of the resource or the user?

- A.** Sharing resources
- B. Providing opportunities
- C. Reducing travel
- D. All the answers are correct

Sharing resources is the benefit of a connected world that makes all applications, equipment (such as a high-volume printer), and data available to anyone on the network, without regard to the physical location of the resource or the user.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

25. An extranet is not available for use by a _____.

- A. Customer
- B. Supplier
- C. Employee
- D.** Competitor

This is the definition of extranet.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

26. Why would a company use an intranet?

- A. Intranets are used for business operations and management
- B. Intranets are used for communications and collaboration
- C. Intranets are used for web publishing
- D.** All the answers are correct

Intranets are used for: (1) business operations and management; (2) communications and collaboration; and (3) web publishing.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

27. What is the major challenge of networking or performing business in a connected world?

- A. Personal issues
- B. Society demands
- C. Security issues**
- D. Telecommuting demands

The major challenges of a connected world include: (1) security; and (2) social, ethical, and political issues.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

28. What is a combination of HTTP and SSL that provides encryption and secure identification of an internet server?

- A. Secure hypertext transfer protocol (SHTTP)**
- B. Secure sockets layer (SSL)
- C. SSL certificate
- D. SHTTP certificate

This is the definition of a secure hypertext transfer protocol (SHTTP).

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

29. To create an SSL connection, a web server requires a _____, which is an electronic document that confirms the identity of a website or server and verifies that a public key belongs to a trustworthy individual or company.

- A. DSL Degree
- B. SSL Degree
- C. SSL Certificate**
- D. DSL Certificate

This is the definition of a SSL Certificate.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

30. What is the digital divide?

- A. A worldwide gap giving advantage to those with access to technology**
- B. A data interruption in the internet connection
- C. A deficiency in school-aged children with computer knowledge
- D. A divide between the economies of third world countries

This is the definition of a digital divide.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

31. What is the worldwide gap giving advantage to those with access to technology?

- A. Digital subscriber
- B. Digital divide**
- C. Digital Darwinism
- D. Digital era

This is the definition of a digital divide.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

32. Which of the following statements is true:

- A. Sustaining technologies tend to provide customers with better, faster and cheaper products in established markets.**
- B. Sustaining technologies are new ways of doing things that initially do not meet the needs and expectations of existing customers.
- C. Sustaining technologies are developed when organisations cannot adapt to new demands placed upon them for surviving in the information age.
- D. All the answers are correct

Sustaining technology produces an improved product that customers are eager to buy. Examples include a faster car or a larger hard disk drive.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Medium

Learning Outcome: 2.03 Compare disruptive and sustaining technologies, and explain how the internet and WWW caused business disruption.

Topic: Disruptive and sustaining technologies

33. Sony started as a tiny company that built portable, battery-powered transistor radio. The sound quality was poor, but customers were willing to overlook that for convenience and portability. With the experience and revenue stream from these portable radios, Sony improved its technology to produce cheap, low-end transistor amplifiers that were suitable for home use, and invested those revenues in improving the technology further, which produced still better radios. This is an example of:

- A. Sustaining technologies.
- B. Disruptive technologies.**
- C. Web 3.0.
- D. Digital Darwinism.

Because disruptive technologies are new ways of doing things that do not meet the needs of the existing customers they tend to open new markets or destroy old ones.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Knowledge
Difficulty: Hard

Learning Outcome: 2.03 Compare disruptive and sustaining technologies, and explain how the internet and WWW caused business disruption.
Topic: Disruptive and sustaining technologies

34. The following constitute examples of disruptive technologies:

- A. Apple's iPad.
- B. Charles Schwab's online brokerage.
- C. Hewlett-Packard's ink-jet printers.
- D. All the answers are correct**

Because disruptive technologies are new ways of doing things that do not meet the needs of the existing customers they tend to open new markets or destroy old ones.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Knowledge
Difficulty: Medium

Learning Outcome: 2.03 Compare disruptive and sustaining technologies, and explain how the internet and WWW caused business disruption.
Topic: Disruptive and sustaining technologies

35. Polaroid, founded in 1937, produced the first instant camera in the late 1940s. The Polaroid camera, whose pictures developed themselves, was one of the most exciting technological advances the photography industry had ever seen. The company eventually went public, becoming one of Wall Street's most prominent enterprises, with its stock trading above US\$60 a share in 1997. In 2002, the stock dropped to 8 cents and the company declared bankruptcy. This is an example of:

- A.** Digital Darwinism.
- B. Increased richness.
- C. Business 2.0.
- D. None of these.

Digital Darwinism implies that organisations which cannot adapt to the new demands placed on them for surviving in the information age are doomed to extinction.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Knowledge
Difficulty: Medium

Learning Outcome: 2.03 Compare disruptive and sustaining technologies, and explain how the internet and WWW caused business disruption.
Topic: Disruptive and sustaining technologies

36. Which of the below is not a characteristic of Business 2.0?

- A. Encourages user participation
- B.** Technical skills are required
- C. Eliminates entry barriers to publishing on the web
- D. Provides an exciting and vibrant virtual environment

Business 2.0 (Web 2.0) encourages user participation and the formation of communities to contribute to the content. Technical skills are no longer required to use and publish information to the web, and eliminate entry barriers for online business. They also provide a virtual environment that is vibrant and important to many.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Comprehension
Difficulty: Medium

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.
Topic: Characteristics of Web 2.0

37. What is the system that consists of non-proprietary hardware and software based on publicly known standards that allows third parties to create add-on products to plug into or interoperate with the system?

- A. Management system
- B. Reputation system
- C. Knowledge system
- D.** Open system

This is the definition of open system.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

38. What is software whose source code is available free for any third party to review and modify?

- A. Free source
- B.** Open source
- C. Code source
- D. Network source

This is the definition of open source.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

39. Erik is the president and owner of Watch Out, a local website development company that helps clients create and build unique websites. Many of his daily tasks are heavily technical in nature and require a high level of computer programming and internet knowledge. Which of the below would Erik primarily use when performing his daily tasks?

- A. Source code
- B. Brick-and-mortar
- C. Information reach
- D. Explicit knowledge

Source code contains instructions written by a programmer specifying the actions to be performed by computer software. This is his or her main role or responsibility.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Analysis

Difficulty: Hard

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

40. e-Business was characterised by few companies or users posting content for the masses. What characterises Business 2.0?

- A. A select few posting content for high-level executives only
- B. The masses posting content for a select few
- C. The masses posting content for the masses
- D. A select few posting specific content for the masses

e-Business was characterised by few companies or users posting content for the masses. Business 2.0 is characterised by the masses posting content for the masses.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

41. What is web content that is created and updated by many users for many users?

- A. Cybermediation-contributed content
- B. User-contributed content**
- C. Executive-generated content
- D. Customer-generated content

This is the definition of user-contributed content or user-generated content.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

42. eBay buyers voluntarily comment to other users and sellers on the quality of service, promptness of shipping, and their general satisfaction with the product. This is one of the most popular examples of user-generated content and is called _____.

- A. Reputation system**
- B. Knowledge system
- C. Explicit system
- D. User-generated sales cycle

One of the most popular forms of user-generated content is reputation system, where buyers post feedback on sellers.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

43. What is the most common form of collective intelligence found inside the organisation?

- A. Crowdsourcing
- B. Tacit management
- C. Knowledge management**
- D. Tagging

The most common form of collective intelligence found inside the organisation is knowledge management.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Knowledge
Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.
Topic: Characteristics of Web 2.0

44. What is the difference between asynchronous and synchronous communication?

- A. Asynchronous is real-time communication; synchronous is one-way technology
- B. Asynchronous is communication that does not occur at the same time; synchronous communication occurs at the same time**
- C. Asynchronous communication includes instant messaging; synchronous communication includes email
- D. Asynchronous communication is fast and instant; synchronous communication is collected at a single point in time

Asynchronous is communication such as email in which the message and the response do not occur at the same time, where synchronous is communications that occur at the same time such as IM or chat.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Comprehension
Difficulty: Medium

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.
Topic: Characteristics of Web 2.0

45. Which of the below is not a characteristic of Business 2.0?

- A. Knowledge management
- B. Collaboration system
- C. Web browser**
- D. Explicit knowledge

When reviewing the business 2.0 characteristic of collaboration inside the organisation, it includes the terms: (1) collaboration system; (2) collective intelligence; (3) knowledge management; (4) knowledge management system; (5) explicit knowledge; and (6) tacit knowledge. Web browser is part of Business 1.0.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

46. Lisa loves her job as an executive recruiter for a large hospital located in Melbourne. Part of Lisa's job requires her to gather industry information, collaborate with partners, compare competitors and tap into the knowledge of prospective employees, partners and customers. Which of the below would Lisa use to perform her job?

- A. Interactivity metrics
- B. Source code
- C. Network effect
- D. Collective intelligence**

Collective intelligence is collaborating and tapping into the core knowledge of all employees, partners and customers.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Analysis

Difficulty: Hard

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

47. Which system supports the capturing, organisation, and dissemination of knowledge throughout an organisation?

- A. Cybermediation system
- B. Knowledge management system**
- C. Source code system
- D. Social media system

This is the definition of a knowledge management system.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

48. What are the two categories that include intellectual and knowledge-based assets?

- A. Explicit knowledge; tacit knowledge**
- B. Efficient knowledge; tacit knowledge
- C. Intelligent knowledge; explicit knowledge
- D. Open knowledge; closed knowledge

The two categories that intellectual and knowledge-based assets fall into are; (1) explicit knowledge; and (2) tacit knowledge.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

49. What is the type of knowledge that is contained in people's heads?

- A. Explicit knowledge
- B. Virtual knowledge
- C. Tacit knowledge**
- D. Pure knowledge

This is the definition of tacit knowledge.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

50. What is the type of knowledge that consists of anything that can be documented, archived and codified, often with the help of a MIS department?

- A. Tacit knowledge
- B. Explicit knowledge**
- C. Pure knowledge
- D. Virtual knowledge

This is the definition of explicit knowledge.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.04 Explain Web 2.0 and identify its four characteristics.

Topic: Characteristics of Web 2.0

51. Which of the below represents an example of why an employer would use social media?

- A. To find potential job candidates via LinkedIn
- B. To review potential job candidates by viewing their Facebook page
- C. To attract new job candidates via YouTube
- D.** All the answers are correct.

Companies are utilising all of the following strategies to expand, develop and grow their businesses via social media sites.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Analysis
Difficulty: Hard

Learning Outcome: 2.05 Explain how Business 2.0 is helping communities network and collaborate.
Topic: Networking communities with Business 2.0

52. What are the two basic functions that social networking sites provide?

- A. The ability to create and publish your own software
- B.** The ability to create and maintain a profile that is your online identity and create connections between other people within the network
- C. The ability to capture and create URLs and RSSs
- D. The ability to create URLs and edit RSS software

The two basic functions that social networking sites provide are the ability to create and maintain a profile that is your online identity and second is the ability to create connections between other people within the network.

AACSB: Reflective thinking
AACSB: Technology
Blooms: Comprehension
Difficulty: Medium

Learning Outcome: 2.05 Explain how Business 2.0 is helping communities network and collaborate.
Topic: Networking communities with Business 2.0

53. Social tagging describes the collaborative activity of marking shared online content with keywords or tags as a way to _____.

- A. Organise it for future navigation
- B. Organise it for future filtering
- C. Organise it for future search
- D.** All the answers are correct.

Social tagging describes the collaborative activity of marking shared online content with keywords or tags as a way to organise them for future navigation, filtering or search.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.05 Explain how Business 2.0 is helping communities network and collaborate.

Topic: Networking communities with Business 2.0

54. Using the collective power of a community to identify and classify content significantly _____ content categorisation costs.

- A. Eliminates
- B. Raises
- C.** Lowers
- D. Balances

Using the collective power of a community to identify and classify content significantly lowers content categorisation costs, because there is no complicated nomenclature to learn.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Analysis

Difficulty: Hard

Learning Outcome: 2.05 Explain how Business 2.0 is helping communities network and collaborate.

Topic: Networking communities with Business 2.0

55. What is one simplification that has occurred with Business 2.0?

- A. By helping online users create anonymity
- B. By limiting the sharing capabilities of devices
- C. By improving access to information
- D. By communicating via email

Business 2.0 simplifies access to information and improves the ability to share it.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Analysis

Difficulty: Hard

Learning Outcome: 2.05 Explain how Business 2.0 is helping communities network and collaborate.

Topic: Networking communities with Business 2.0

56. What is an online journal that allows users to post their own opinions, comments, graphics and video?

- A. Web masters
- B. Folksonomy
- C. Disintermediation
- D. A Blog or web log

This is the definition of a blog.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.06 Describe the three Business 2.0 tools for collaborating.

Topic: Business 2.0 tools for collaborating

57. What is the difference between a wiki and a blog?

- A. A wiki is free and a blog has a subscription fee
- B. A wiki user can alter the original content of an article, where a blog user can only add information as a comment**
- C. A wiki is original content, where a blog is used sources
- D. All the answers are correct

The difference between a wiki and a blog is that a wiki user can alter the original content of an article, where a blog user can only add information as a comment.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.06 Describe the three Business 2.0 tools for collaborating.

Topic: Business 2.0 tools for collaborating

58. Many websites use _____ to constantly feed news to consumers instead of having the consumer search for the news.

- A. Mashup
- B. Source code
- C. RSS**
- D. SNA

Many websites use RSS, to constantly feed news to consumers, instead of having them search for it.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.06 Describe the three Business 2.0 tools for collaborating.

Topic: Business 2.0 tools for collaborating

59. Which of the following best describes Web 3.0?

- A. User-generated online business
- B. Based on the 'intelligent' web where applications use natural language processing**
- C. Collaboration and social media
- D. All the answers are correct

Web 1.0 refers to static text-based information websites, Web 2.0 is about user-contributed content and Web 3.0 is based on 'intelligent' web applications using natural language processing, machine-based learning and reasoning, and intelligent applications.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.07 Describe Web 3.0 and the next generation of online business.

Topic: Web 3.0

60. Which statement below is inaccurate?

- A. Web 2.0 is a simple static website without any interaction with its users**
- B. Web 2.0 brings people closer together with information using machines
- C. Web 3.0 brings machines closer together using information
- D. Web 3.0 is a rich 'intelligent' understanding and relationships among concept and topics

Differences between Web 2.0 and Web 3.0 include: (1) Web 2.0 brings people closer together with information using machines; (2) Web 3.0 brings machines closer together using information; (3) Web 3.0 is a rich 'intelligent' understanding and relationships among concept and topics.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.07 Describe Web 3.0 and the next generation of online business.

Topic: Web 3.0

61. Which statement below is incorrect?

- A.** The semantic web captures, organises and disseminates knowledge (i.e. know-how) throughout an organisation
- B. The semantic web describes the relationships between things
- C. The semantic web describes the properties of things
- D. The semantic web is not about links between webpages

To understand the semantic web you need to understand that it is not about links between webpages, rather it describes the relationship between things (such as A is a part of B and Y is a member of Z) and the properties of things (size, weight, age, price).

AACSB: Reflective thinking

AACSB: Technology

Blooms: Analysis

Difficulty: Hard

Learning Outcome: 2.07 Describe Web 3.0 and the next generation of online business.

Topic: Web 3.0

62. Which of the following is not a topic or feature that is included in Web 3.0?

- A. A worldwide database
- B. Intelligent applications
- C.** Social networking
- D. Integration of legacy devices

Topics or features that are sure to be included in Web 3.0 include: (1) integration of legacy devices; (2) intelligent applications; (3) open ID; (4) open technologies; and (5) a worldwide database.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.07 Describe Web 3.0 and the next generation of online business.

Topic: Web 3.0

63. An _____ is an extension of an intranet that is available only to authorised outsiders, such as customers, partners and suppliers.

Extranet

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

64. _____ offer many advantages for business including sharing resources, providing opportunities and reducing travel.

Networks

AACSB: Reflective thinking
AACSB: Technology
Blooms: Knowledge
Difficulty: Easy
Learning Outcome: 2.01 Identify the benefits of a connected world.
Topic: Benefits of a connected world

65. One benefit of a connected world, resource _____ makes all applications, equipment (such as a high-volume printer) and data available to anyone on the network, without regard to the physical location of the resource or the user.

Sharing

AACSB: Reflective thinking
AACSB: Technology
Blooms: Comprehension
Difficulty: Medium
Learning Outcome: 2.01 Identify the benefits of a connected world.
Topic: Benefits of a connected world

66. Secure hypertext transfer _____ is a combination of HTTP and SSL to provide encryption and secure identification of an internet server.

Protocol

AACSB: Reflective thinking
AACSB: Technology
Blooms: Knowledge
Difficulty: Easy
Learning Outcome: 2.02 Identify the challenges of a connected world.
Topic: Challenges of a connected world

67. Secure socket _____ is a standard security technology for establishing an encrypted link between a web server and a browser, ensuring that all data passed between them remains private.

Layer

AACSB: Reflective thinking
AACSB: Technology
Blooms: Knowledge
Difficulty: Easy
Learning Outcome: 2.02 Identify the challenges of a connected world.
Topic: Challenges of a connected world

68. To create an SSL connection, a web server requires an SSL _____, an electronic document that confirms the identity of a website or server and verifies that a public key belongs to a trustworthy individual or company.

Certificate

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

69. Providing network access to those who want or need it helps to level the playing field and removes the digital _____, a worldwide gap giving advantage to those with access to technology.

Divide

AACSB: Reflective thinking

AACSB: Technology

Blooms: Knowledge

Difficulty: Easy

Learning Outcome: 2.02 Identify the challenges of a connected world.

Topic: Challenges of a connected world

70. The web version that is defining the next generation of online business is Web _____, or the 'intelligent' web application.

3.0

AACSB: Reflective thinking

AACSB: Technology

Blooms: Comprehension

Difficulty: Medium

Learning Outcome: 2.07 Describe Web 3.0 and the next generation of online business.

Topic: Web 3.0

71. Identify the benefits of a connected world.

AACSB: Reflective thinking

AACSB: Technology

Blooms: Analysis

Difficulty: Hard

Learning Outcome: 2.01 Identify the benefits of a connected world.

Topic: Benefits of a connected world

72. Identify the challenges of a connected world.

AACSB: Reflective thinking

73. Explain how Business 2.0 is helping communities network and collaborate.

74. Describe the three Business 2.0 tools for collaborating.

Chapter 02 - Testbank Summary

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