



PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE AND TECHNOLOGY
Affiliated to University of Mumbai

Question Bank

Class: TYBMS

Semester: V

Subject: E-Commerce & Digital Marketing

1. Which one of the following is not considered to be one of the three phases of e-commerce ?

- A. Innovation
- B. Consolidation
- C. Preservation
- D. Reinvention

2. The idealistic market envisioned at the outset of the development of e-commerce is called a _____

- A. ailey market
- B. Baxter market
- C. Bergman market
- D. Bertrand market

3. Which segment do eBay, amazon.com belong ?

- A. B2Bs.
- B. B2Cs
- C. C2Bs
- D. C2Cs

4. The dimension of e commerce that enables commerce across national boundaries is called _____

- A Interactivity
- B. Global reach
- C Richness
- D ubiquity

5. People who had earlier visited the site is ____ Customising advertisement to.

- A Search retargeting
- B. Contextual marketing
- C Remarketing
- D Content Marketing

6. This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.

- A Contextual marketing
- B. Search retargeting
- C Remarketing
- D Content Marketing

7. Which design approaches help in building sites that are optimized for various screen sizes?

- A Mobile optimized design
- B. Responsive web design
- C Progressive enhancement
- D Adaptive web design

8. Profits related to a new product in its introductory stage of profit related to new product----.

- A Negative
- B. Positive
- C Higher
- D Declining

9. _____classified by decoding, feedback, encoding and response are together in communication process.

- A communication tools
- B. communication channels
- C communication parties
- D communication function

10. Which way of consumers feel or perceive towards an actual product or potential market offering-----.

- A sales concept
- B. product images
- C product idea
- D customer management

11 which Products like as "VHS tapes"

- A product classes
- B. branding
- C product forms
- D product perception

12. _____ behavior Highly involved consumer buying behavior while perceiving significant differences between brands

- A omplex behavior
- B. variety seeking behavior
- C dissonance reducing behavior
- D habitual behavior

13. Stages such as conviction stage, liking stage, preference stage, and actual purchase stage are all of the process called

- A channeling
- B. buyer readiness
- C channel designing

D strategic

14. When the new developed product concept is tested, the next immediate step is to

A Market strategy

B. a testing technique

C intermediaries

D logistic network

15. _____communication process, receiver and sender are classified as

A functions

B. parties

C tools

D channels

16. which is keeping someone on your website and encouraging them to come back?

A Make a website things to do a website interactive such as quizzes, downloads, etc

B. a lot of text to read

C Make it difficult to locate

D Pack a lot of graphics and photos

17. ___ is an example of business-to-business services offered by Google which gains advertising revenue through hosted videos.

A Google AdWords pay per click sponsored link advertising

B. Google Apps Business Application Suite

C YouTube Brand Channel

D Google Search application providing online website services for website owners

18. ___ is an example of business-to-business services offered by Google where revenue is generated through the application running as part of a customer's website.

A Google Search application providing online website search services for website owners

B. Google Apps Business Application Suite

C YouTube Brand Channel

D Google AdWords pay per click sponsored link advertising

19. A portal which is normally run by a consortium of buyers in order to establish an efficient purchasing environment is a:

- A B2B independent e-marketplace.
- B. buyer-oriented marketplace.
- C supplier-oriented marketplace.
- D vertical and horizontal e-marketplace.

20. A portal which is an online platform operated by a third party and is open to buyers or sellers in a particular industry is a:

- A vertical and horizontal e-marketplace.
- B. supplier-oriented marketplace.
- C buyer-oriented marketplace.
- D B2B independent e-marketplace.

21. One aim of e-procurement is to increase savings by bulk buying of items:

- A of the right quantity.
- B. from the right source.
- C of the right quality.
- D at the right price.

22. What of the following is production related procurement?

- A Office supplies.
- B. Raw materials.
- C Information systems.
- D Furniture.

23. In a market where companies build close connective relationships where Internet technology will not feature strongly in the development of these relationships, this is known as a ___ relationship.

- A Low Tech, High Touch, Personal
- B. Low Tech, High Touch Transactional

C High Tech/Low Touch, Automated

D High Tech/Low Touch, Personal

24. ----- Of the following website functions, which is the most important?

A Having free reports, downloads, etc

B. Describing the services your company provides

C Capturing email addresses of visitors

D Having contact information on every page

25. The best way to promote a business with social media is

A To advertise your company, services, and products

B. To collect as many contacts as possible

C Offer a lot of helpful and free information

D Invite potential clients to visit your website

26. On page search engine optimization refers to

A Programming keywords into a website

B. Evaluating each page of a website for design

C The number of links coming into your website

D The number of search engine sites a website is submitted to

27. The best way to improve search engine ranking is with

A Video

B. A blog

C Having at least 500 words of text per page

D Using a lot of graphics per page

28. The main objective of branding is which of the following?

A to have potential customers recognize your logo and marketing materials

B. To earn trust from your customers

C Promotional materials that match and coordinate

D Having a unique tag line

30. Which of the following marketing techniques are most likely to pay you?

A Pay per click advertising

B. Using social media marketing strategies

C Posting press releases

D Article marketing

31. When is it most ideal to send a press release?

A Only when there is “big news” happening

B. Only around the holidays

C When the news seems to be slow

D Tuesday through Thursday for anything newsworthy

32. What is the best way to make money “while you sleep”?

A By dreaming up good marketing ideas

B. Selling stuff on eBay

C Having products on your website

D Having a spouse who works the night shift

33. What does SEO stand for?

A Site Engine Optimization

B. Search Engine Optimization

C Search Engine Orgination

D Site Efficiency Optimization

34. What is the name of the latest major change in functionality added to Facebook?

A Farmville

B. Timeline

C Newsfeed

D Podcast

35. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?
- A demand-side platform
 - B. supply side platform
 - C Ad network
 - D No demand & no supply
36. Which design approaches help in building sites that are optimized for various screen sizes?
- A Mobile optimized design
 - B. Responsive web design
 - C Progressive enhancement
 - D Adaptive web design
37. ___ name of the Hosting Company that is used for all external consumer-facing sites?
- A Verizon
 - B. HP
 - C Rack space
 - D LG
38. Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:
- A Digital marketing
 - B. Interactive marketing
 - C Direct marketing.
 - D Electronic marketing.
39. Which of the following is not a type of digital marketing activity?
- A e-marketing.
 - B. Social marketing.
 - C Print advert.
 - D Internet marketing.

40. _____ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).

- A Internet marketing
- B. Search marketing
- C e-marketing
- D Mobile marketing

41. This form of advert delivered on social platforms and social gaming websites and apps, across all device types is known as:

- A mobile marketing
- B. social media advertising
- C internet advertising
- D e-marketing

42. The rise of _____ has led marketing to evolve away from a hierarchical one-sided mass communication model towards more participatory technologies (e.g. social channels and online communities).

- A website
- B. social media
- C web 1.0
- D web platform.

43. A form of marketing communications that uses the internet for the purpose of advertising, aiming to increase website traffic and/or encourage product trial, purchase, and repeat purchase activity is called:

- A Search marketing.
- B. E-mail marketing
- C Internet advertising
- D Social web marketing.

44. An advertising model in which advertisers bid on keywords or phrases relevant to their target market, with sponsored/paid search engine listings to drive traffic to a website is called:

- A Search Engine Optimisation (SEO). b. Contextual Advertising. c. Digital Asset Optimisation (DAO). d. Pay Per Click (PPC).

- B. Contextual Advertising
- C. Digital Asset Optimisation (DAO).
- D. Pay Per Click (PPC).

45. A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:

- A. Search marketing.
- B. Internet advertising
- C. Permission-based email marketing
- D. Social web marketing.

46. _____ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.

- A. Pay Per Click (PPC)
- B. Digital Asset Optimisation (DAO)
- C. Social Media Marketing (SMM)
- D. Search Engine Optimisation (SEO)

47. _____ is the set of practices that enables organisations to communicate and engage interactively with their audiences through any mobile device or network.

- A. Mobile marketing
- B. Social web marketing.
- C. Internet marketing
- D. Social media marketing

48. The process of outsourcing a task or group of tasks to a generally large group of people is known as:

- A. social media marketing
- B. internet advertising
- C. crowd sourcing
- D. e-marketing

49. Current changes in behaviours clearly show that _____ is taking over more and more of consumer online searches.

- A social media
- B. mobile
- C internet
- D blog

50. This is a form of targeted advertising, on websites, with advertisements selected and served by automated systems based on the content displayed to the user.

- A Contextual advertising.
- B. Interactive marketing
- C Internet advertising.
- D Direct marketing.

51. Which of the following is not an issue that marketers need to consider when using digital resources for marketing activities?

- A Jurisdiction.
- B. Disclosure.
- C Ownership
- D Permissions.

52. Which of the following is not one of major considerations when using internet advertising to increase brand awareness and encourage click-through to a target site?

- A Cost.
- B. Intrusive
- C Interactivity
- D Timeliness.

53. Which of the following refers to unsolicited electronic messages?

- A Opt-in email.
- B. Consent marketing.
- C Spam

D Opt-out email.

54. A database of information that is maintained by human editors and lists websites by category and subcategory with categorisation is known as:

- A A search directory.
- B. Automated voice response (AVR).
- C Apps.
- D SEO.

55. _____ occurs when a website's structure and content is improved to maximise its listing in organic search engine results pages using relevant keywords or search phrases.

- A Paid inclusion
- B. Site optimisation
- C Contextual search
- D Pay per click

56. Fees paid by advertisers to online companies that refer qualified potential customers or provide consumer information where the consumer opts in to being contacted by a marketer. This is referred to as:

- A lead generation
- B. search.
- C rich media.
- D social media marketing.

57. This operates algorithmically or using a mixture of algorithmic and human input to collect, index, store and retrieve information on the web (e.g. web pages, images, information and other types of files). It makes the information available to users in a manageable and meaningful way in response to a search query. This is referred to as:

- A Banner ads.
- B. Pop-up ads.
- C search engine
- D Apps

58. All of the following are reasons more people don't shop online except _____.
- A lack of trust in online merchants.
 - B. lack of convenience
 - C inability to touch and feel the product
 - D fear of misuse of personal information.
59. Paid search marketing (e.g. Google AdWords) is usually purchased on which basis?
- A Pay Per Click (PPC).
 - B. Cost per Thousand (CPM).
 - C Cost Per Acquisition (CPA).
 - D Cost per Unit
60. What form of marketing is particularly suited to generating awareness about a brand or promotion?
- A Viral Marketing
 - B. Affiliate marketing
 - C Email marketing
 - D Digital Marketing
61. The performance-based affiliate marketing model of paying for leads or sales is usually charged in which way?
- A Cost per acquisition
 - B. Earnings per click
 - C Pay per click
 - D Pay Per Product
62. Electronic data interchange (EDI) _____ The need paper based system .
- A Improves
 - B. Eliminates
 - C Uploaded
 - D Highlighted

63. _____ consists of on-line buying and selling of shares and other financial instruments .
- A E -auction
 - B. E-delivery
 - C E-procurements
 - D E-trading
64. There is global reach just by creating a _____ and uploading it on the server .
- A Stationery shop
 - B. Computer cyber
 - C Website
 - D Electronic firm
65. E- marketing is a _____ of E-business to achieve desired marketing aims of the firm .
- A Set
 - B. Sub-set
 - C Re-set
 - D Data-set
66. M- commerce is the exchange of good and services through the use of _____ technology.
- A television
 - B. Telephone
 - C Radio
 - D Mobile
67. Data _____ is a collection of computer based information
- A Storage
 - A Storage
 - B. Warehouse
 - C Godown
 - D Gateway

68. As an e – commerce site _____ is useful for consumer to consumer type of market .

- A Dell.com
- B. eBay.com
- C Cisco.com
- D Waterhouse .com

69. E- marketers must understand the _____ situation of company and its environments

- A Past
- B. Present
- C Future
- D Estimated

70. Enterprise Resource planning is a _____ business software system .

- (a) Stored ,
- (b) covered ,
- (c) packaged ,
- (d) bundle

71. Planning and strategising phase is the _____ step in discovery phase for site development .

- (a) First ,
- (b) Second ,
- (c) Third ,
- (d) Fourth

72. The fundamental disadvantage of e- commerce is to protect data from _____

- (a) Scrape ,
- (b) Virus ,
- (c) Water ,
- (d) Leakages

73. ATM provides services to the customers to _____ their money 24 hours a day .

- (a) Deposit,
- (b) Withdraw,
- (c) Transfer
- (d) Exchange

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- (b) eBay.com
- (c) Cisco.com
- (d) Waterhouse .com

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76. Data _____ is a collection of computer based information .

- (a) Storage
- (b) Warehouse
- (c) Godown
- (d) Gateway

77. Brick and mortar business model is a name for _____ business model .

- (a) Traditional
- (b) Neo- classical
- (c) Modern
- (d) Sophisticated

78. ESC is a _____ payment system in the banking sector .

- (a) Bulk
- (b) Whole
- (c) Retail
- (d) Huge

79.. _____ affects the whole business and the value chain in which it operates .

- (a) E-trade
- (b) E-commerce
- (c) E-business
- (d) E-banking

80. RTGS system is maintained and operated by _____ in india .

- (a) UBI
- (b) SBI
- (c) MBI
- (d) RBI

81. E- marketing is a _____ of E-business to achieve desired marketing aims of the firm .

- (a) Set
- (b) Sub-set
- (c) Re-set
- (d) Data-set

82. M- commerce is the exchange of good and services through the use of _____ technology.

- (a) television
- (b) Telephone
- (c) Radio
- (d) Mobile

83. There is global reach just by creating a _____ and uploading it on the server .

- (a) Stationery shop
- (b) Computer cyber
- (c) Website
- (d) Electronic firm

84. _____ refers to exchanges involving transaction between and among the consumers.

- (a) B2B
- (b) B2C
- (c) C2B
- (d) C2C

85. E-commerce helps the business firm to _____ inventories and overhead costs.

- (a) Increase
- (b) Remains constant
- (c) Reduce
- (d) Zero

86. ICT means the information and communication _____

- (a) Techniques
- (b) Technology
- (c) Tendency
- (d) Trends

87. Due to internet market entry will be _____ without any geographical limit .

- (a) Easier
- (b) Complicative
- (c) Difficult
- (d) Impossible

88. The main aim of the competitive structure of _____ is to integrate entire business life cycle.

- (a) E-trade
- (b) E-commerce

- (c) E-market
- (d) E-business

89. E-commerce includes electronic trading of both _____ and electronic materials .

- (a) Goods
- (b) Services
- (c) Fusions
- (d) Computers

90. Electronic data interchange (EDI) _____ The need paper based system .

- (a) Improves
- (b) Eliminates
- (c) Uploaded
- (d) Highlighted

91. _____ consists of on-line buying and selling of shares and other financial instruments .

- (a) E-auction
- (b) E-delivery
- (c) E-procurements
- (d) E-trading

92. Which of the following describes e-commerce?

- a. Doing business electronically
- b. Doing business
- c. Sale of goods
- d. All of the above

93. Which of the following is part of the four main types for e-commerce?

- a. B2B
- b. B2C
- c. C2B
- d. All of the above

94. Which segment do eBay, Amazon.com belong?

- a. B2Bs
- b. B2Cs
- c. C2Bs
- d. C2Cs

95. Which type of e-commerce focuses on consumers dealing with each other!

- a. B2B
- b. B2C
- c. C2B
- d. C2C

96. Which segment is eBay an example?

- a. B2B
- b. C2B
- c. C2C
- d. None of the above

97. Which type deals with auction?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

98. In which website Global Easy Buy is facilitated?

- a. Ebay.com
- b. Amazon.com
- c. Yepme.com
- d. None of these

99. The best products to sell in B2C e-commerce are:

- a. Small products
- b. Digital products
- c. Specialty products
- d. Fresh products

100. Which products are people most likely to be more uncomfortable buying on the Internet?

- a. Books
- b. Furniture
- c. Movies
- d. All of the above

101. Which products are people most likely to be comfortable buying on the Internet?

- a. Books
- b. PCs
- c. CDs
- d. All of the above

102. Digital products are best suited for B2C e-commerce because they:

- a. Are commodity like products
- b. Can be mass-customized and personalized
- c. Can be delivered at the time of purchase
- d. All of the above

103. The solution for all business needs is -----

- a. EDI
- b. ERP
- c. SCM
- d. None of the above

104. All of the following are techniques B2C e-commerce companies use to attract customers, except:

- a. Registering with search engines
- b. Viral marketing
- c. Online ads
- d. Virtual marketing

105. Which is a function of E-commerce-----

- a. marketing
- b. advertising
- C. warehousing
- d. all of the above

106

. Which is not a function of E-commerce

- a. marketing
- b. advertising
- C. warehousing
- d. none of the above

106. Which term represents a count Of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?

- a. Affiliate programs
- b. Click-through
- c. Spam
- d. All of the above

107. What is the percentage of customers who visit a Web site and actually buy something called?

- a. Affiliate programs
- b. Click-through
- c. Spam

d. Conversion rate

108. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?

- a. Direct materials
- b. Indirect materials
- C. EDI
- d. None of the above

109. What are materials that are necessary for running a modern corporation, but do not relate to the company's primary business activities?

- a. Direct materials
- b. Indirect materials
- c. EDI
- d. None of the above

110. What are ballpoint pens purchased by a clothing company?

- a. Direct materials
- b. Indirect materials
- c. EDI
- d. None of the above

111. What is another name for?

- a. Direct materials
- b. Indirect materials
- C. EDI
- d. None of the above

112. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?

- a. B2B marketplace
- b. Intranet

C. Reverse auction.

d. Internet

113. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?

a. Customer relationship management systems cards

d. E-government identity cards

c. FEDI cards

d. Smart cards

114. Most individuals are familiar with which form of e-commerce?

a. B2B

b. B2C

c. C2B

d. c2C

114. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?

a. B2B

b. B2C

c. c2B

d. C2C

115. Which of the following is not related to security mechanism

a. encryption

b. decryption

c. e-cash

d. all the above

116. A product or service that customer have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?

a. Switching costs

b. Loyalty programs

C. Entry barriers

d. Affiliate programs

117. Which of the following statements accurately reflect the impact of technology?

a. Technology has caused buyer power to increase

b. Technology has lessened the entry
barriers for many industries

c. Technology has increased the threat
of substitute products and services

d. all of the above

118. A business cannot be all things to all people. Instead, a business must:

a. Identify target customers

b. Identify the value of products/services as perceived by customers

c. all of the above

d. None of the above

119. How the transactions occur in e- commerce?

a. Using e-medias

b. Using computers only

c. Using mobile phones only

d. None of the above

120. Which type of products is lesser purchased using ecommerce?

a. automobiles

b. books

c. softwares

d.none

121. A business competing in a commodity like environment must focus on which of the following?

a. Price

b. Ease/ speed of delivery

- c. Ease of ordering
- d. all of the above

122. Which of the following refers to creating products tailored to individual customers?

- a. customization
- b. aggregation
- C. Direct materials
- d. Reverse auction

123. Materials used in the normal operation of a business but not related to primary business operations are called what?

- a. Supplies
- b. Direct materials
- c. Indirect materials
- d. Daily stuff

124. Amazon.com is well-known for which e-commerce marketing technique?

- a. Banner ads
- b. Pop-up ads
- c. Affiliate programs
- d. Viral marketing

125. What is the name given to an interactive business providing a centralized market where many Buyers and suppliers can come together for e-commerce or commerce-related activities?

- a. Direct marketplace
- b. B2B
- C. B2C
- d. Electronic marketplace

Answer: D

126. Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?

- a. horizontal
- b. Vertical
- C. Integrated
- d. Inclined

127. Which form of e-market place Brings together buyers and sellers from the same industry?

- a. horizontal
- b. Vertical
- c. Integrated
- d. Inclined

128. Which type of add appears on a web page?

- a. pop-under ad
- b. Pop-up ad
- c. Banner ad
- d. Discount ad

129. What type of ad appears on top of a web page?

- a. pop-under ad
- b. pop-up ad
- c. banner ad
- d. discount ad

130. What type of ad appears under a web page?

- a. pop-under ad
- b. pop-up ad
- C. banner ad
- d. discount ad

131. Which, if any, of the following types of ads are people most willing to tolerate?

- a. pop-under ad
- b. pop-up ad
- c. banner ad
- d. none of the above

132. Which of the following is an Internet-based company that makes it easy for one person to pay another over the Internet?

- a. electronic check
- b. electronic bill presentment and payment
- c. conversion rates
- d. financial cyber intermediary

133. Which of the following is a method of transferring money from one person's account to another?

- a. electronic check
- b. credit card
- c. e-transfer
- d. none of the above

134. An electronic check is one form of what? a. e-commerce

- b. online banking
- c. e-cash
- d. check

135. If you need to transfer money to another person via the internet, which of the following methods could you use?

- a. financial cyber intermediary
- b. electronic check
- c. electronic bill presentment and payment
- d. all of the above

136. Which of the following permits the transmission of a bill, along with payment of that bill, to be conducted over the Internet?

- a. financial cyber intermediary
- b. electronic check
- c. electronic bill presentment and payment
- d. all of the above

137. A combination of software and information designed to provide security and information for payment is called a what?

- a. digital wallet
- b. pop up ad
- c. shopping cart
- d. encryption

138. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?

- a. internet commerce
- b. e-commerce
- c. transaction information transfer
- d. electronic data interchange

140. Which of the following is used in B2B to pay for purchases?

- a. e-commerce
- b. financial electronic data interchange
- c. electronic data exchange
- d. electronic checks

141. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the ___ key, while the key used to decrypt data is called the ___ key.

- a. encryption, decryption
- b. private, public
- c. encryption, public
- d. public, private

142. Secure Sockets Layers does which of the following?

- a. creates a secure, private connection to a web server
- b. encrypts information

- c. sends information over the internet
- d. all of the above

143. When a transaction is processed online, how can the merchant verify the customer's identity?

- a. use s.ecure sockets layers
- b. use s.ecure electronic transactions
- c. use electronic data interchange
- d. use financial electronic data interchange

144. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?

- a. hacking
- b. cracking
- c. dumpster diving
- d. spoofing

145. What is a model of a proposed product, service, or system?

- a. Prototyping
- b. Prototype
- c. Proof-of-concept prototype
- d. Selling prototype

146. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two)?

- a. Client/server network
- b. Intranet
- c. Extranet
- d. Thin client

147. Which factor ensures your IT systems are functioning correctly and providing accurate information?

- a. Availability
- b. Accessibility
- c. Reliability
- d. Scalability

148. Which factor represents how well your system can adapt to increased demands?

- a. Availability
- b. Accessibility
- C. Reliability
- d. Scalability

149. Which factor represents a system's ability to change quickly?

- a. Flexirbility
- b. Performance
- c. Capacity planning
- d. Benchmark

150. What is a set of conditions used to measure how well a product or system functions?

- a. Flexi,bility
- b. Performance
- c. Capacity planning
- d. Benchmark

151. What determines the future IT infrastructure requirements for new equipment and additional network capacity?

- a. Flexibility
- b. Performance
- c. Capacity planning
- d. Benchmark

152. Which concept suggests that different applications and computer systems should be able to communicate with one another?

- a. Integration
- b. Web services
- c. Scalability
- d. Interoperability

153. Which service encompasses all technologies used to transmit and process information on an across a network?

- a. Interoperability
- b. Scalability
- c. Benchmarking
- d. Web services

154. Which process can prevent data from lose due to computer problems or human errors?

- a. backup
- b. recovery
- c. benchmarking
- d. data cleansing

155. Which process is used to reinstall data from a copy when the original data has been lost?

- a. backup
- b. recovery
- c. benchmarking
- d. data cleansing

156. What describes a process of continuously measuring results and comparing those results to optimal performance so that actual performance may be improved?

- a. Performance
- b. Capacity planning
- c. Benchmarking
- d. Data cleansing

157. Who protects system from external threats?

- a. firewall
- b. EDI
- C. ERP
- d. Script kiddies

158. What harnesses far-flung computers together by way of the Internet or a virtual private network to share CPU power, databases, and database storage?

- a. Computer virus
- b. Worm
- c. Denial-of-service attack
- d. None of the above

159. What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?

- a. Risk management
- b. Risk assessment
- C. Security
- d. None of the above

160. What is the process of evaluating IT assets, their importance to the organization, and their susceptibility to threats, to measure the risk exposure of these assets?

- a. Risk management
- b. Risk assessment
- c. Security
- d. None of the above

161. What is the process of making a copy of the information stored on a computer?

- a. Backup
- b. Anti-virus
- C. Firewall
- d. Biometrics

162. What software detects and removes or quarantines computer viruses?

- a. Backup
- b. Anti-virus
- c. Firewall
- d. Biometrics

163. What is hardware and/or software that protects computers from intruders?

- a. Backup
- b. Anti-virus
- c. Firewall
- d. Biometrics

164. Which of the following can a virus do?

- a. Hurt your hardware
- b. Hurt any files they weren't designed to attack
- c. Infect files on write-protected disks
- d. None of the above

165. In simple terms, what does risk assessment ask?

- a. What can go wrong?
- b. How likely is it to go wrong?
- c. What are the possible consequences if it does go wrong?
- d. All of the above

166. Which of the following is a characteristic of a firewall?

- a. Examines each message as it seeks entrance to the network
- b. Blocks messages without the correct markings from entering the network
- c. Detects computers communicating with the Internet without approval
- d. All of the above

167. Which of the following are ways to prove access rights?

- a. What you know, like a password
- b. What you have, like an ATM card
- c. What you look like
- d. All of the above

168. Which item can a password be used to protect?

- a. Network
- b. File
- c. Folder
- d. All of the above

169. Which is the most important component of IT?

- a. Information
- b. People
- c. Information technology
- d. Computers

170. Which of the following is not a common approach to phishing?

- a. Send an official-looking e-mail asking for confidential information
- b. Ask people to fill out and return a fake letter using postal mail
- c. Ask people to click a link in an e-mail to open a submission form on a web page
- d. All of the above are uncommon approaches to phishing

171. A technique used to gain personal information for the purpose of identity theft, often by e-mail, is called?

- a. Phishing
- b. Carding
- c. Brand spoofing
- d. All of the above

