

**SOLUTIONS MANUAL**



DIGITAL  
BUSINESS

CONCEPTS AND STRATEGY

SECOND EDITION



ELOISE COUPEY

## Internet Olympics: Group 2

- 1) What do the letters in the company name “Yahoo!” stand for?
  - a. Yet Another Helpful Operation Origin
  - b. Yet Another Hierarchical Official Oracle**
  - c. You Always Have Other Options
  - d. “Yahoo!” is not an acronym

<http://mailbits.com/goto/YahooLetters.htm>
- 2) Most web users spend less than what amount of time at an average web site?
  - a. 10 seconds
  - b. 60 seconds \*(addicted web surfers have an attention span of only 9 seconds)\***
  - c. 2 minutes
  - d. 5 minutes

<http://news.bbc.co.uk/1/hi/sci/tech/1834682.stm>
- 3) Who is credited with inventing e-mail and deciding to use the @ sign in email addresses?
  - a. David Filo
  - b. Al Gore
  - c. Ray Tomlinson**
  - d. Franco Marconi

<http://www.pretext.com/mar98/features/story2.htm>
- 4) On what date was the first documented use of the smiley face symbol, :-) , online?
  - a. January 1990
  - b. August 1985
  - c. September 1982**
  - d. June 1980

<http://www.freelists.org/archives/freefamily/10-2002/msg00001.html>
- 5) In Internet lingo, the term “meatloaf” refers to:
  - a. Unsolicited commercial e-mail solicited by businesses
  - b. Unsolicited personal e-mail solicited by friends and office mates**
  - c. Unsolicited government e-mail solicited by government officials
  - d. Unsolicited educational e-mail solicited by colleges and universities

- 6) The Internet acronym DOS can stand for which of the following?
- a. **All of the below**
  - b. Disk Operating System
  - c. Dead Operating System
  - d. Defective Operating System

<http://www.gaarde.org/acronyms/?lookup=D>

- 7) The term Extranet is defined as:

- a. **A private network segment providing limited connectivity between a completely non-public intranet and outside partners or the public Internet.**
- b. An Internet with extra pages
- c. A private network using standard Internet protocols but with limited or no connectivity to the public Internet. An intranet is often connected to the public networks via a firewall.
- d. A loose confederation of networks around the world, the networks that make up the Internet are connected through several backbone networks

- 8) In what year was the "smiley" emoticon (a face made from text symbols) invented?

- a. 1975
- b. **1982**
- c. 1989
- d. 1995

<http://research.microsoft.com/~mbj/Smiley/Smiley.html>

- 9) Regarding wireless networking and the current standards, what does WEP stand for?

- a. What Everything Powers
- b. Wireless Encryption Protocol
- c. **Wired Equivalent Privacy**
- d. Wireless Evasive Procedures

- 10) What does the term steganography refer to?

- a. The study of specific breeds of dinosaur.
- b. Putting misleading urban legends online chat rooms.
- c. A virus that can delete your hard drive.
- d. **A way to hide text data in a digital photo.**

- 11) What is the universal format for structuring document data on the Web?
- a. HTML
  - b. CSS
  - c. SVG
  - d. **XML**
- 12) What is the key to a successful web site?
- a. Graphics
  - b. **Navigation**
  - c. Colors
  - d. Frames
- 13) Which of the following is not a way to advertise on the Internet?
- a. Animated Banner Ads
  - b. Sponsor Logos
  - c. 3-D Visuals
  - d. Interstitials
  - e. **All are ways to advertise**
- 14) Which company is credited with creating Javascript?
- a. Microsoft
  - b. Oracle
  - c. Apple
  - d. **Sun Microsystems**
- 15) Some websites store information as a small text file on your computer. What are these files called?
- a. Info Dat Files
  - b. **Cookies**
  - c. Bat Files
  - d. Website Recognition Files