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Internet Business Associate

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Topic Break Down

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Topic 1, Internet Business Concepts	68
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QUESTION NO: 1

You need to send an e-mail message to several customers without revealing each customer's e-mail address to the other recipients. Which field should you use for the customer addresses?

A. Bcc

B. To

C. Cc

D. Subject

ANSWER: A

Explanation:

Use the Bcc field for the customer addresses. Bcc, or blind carbon copy, sends a message to multiple recipients while preventing those recipients from seeing one another's addresses. This is appropriate when the recipients do not need to communicate as a group and their contact information should remain private.

Using the To or Cc field would expose every listed address to the other recipients. Protecting recipient addresses is an important professional communication and privacy practice, especially for customer communications. Microsoft describes the behavior of Bcc recipients at Show, hide, and view the Bcc field in Outlook.

QUESTION NO: 2

Evonka is listening to music from an online music provider (such as Pandora or Jango). She builds a list of music preferences, including favorite songs. The music service then suggests additional songs she might enjoy. The music provider is an example of a cloud-computing application that uses a technology for collaborative filtering, which helps define the list of songs available to listeners. Which term describes this technology?

A. Bit-torrent

B. Crowd sourcing

C. Grid computing

D. Software as a Service

ANSWER: B

Explanation:

Crowd sourcing is correct because the music service derives useful recommendations from preference data contributed by many users. Each listener's ratings, favorites, skips, and listening behavior become input to a larger community dataset. Collaborative filtering analyzes patterns in that collective data: when people with similar preferences favor particular songs or artists, the service can recommend those selections to another listener with a comparable profile. Thus, the available recommendations are informed by the "crowd," rather than being selected solely from one listener's stated favorites or by a single editor. In cloud-computing contexts, this approach is practical because the provider can collect, store, and process preference information from a very large user population and continuously refine recommendations as new behavior is recorded. Recommender-system documentation describes collaborative filtering as making predictions based on the preferences or interactions of similar users, which is precisely the mechanism represented by the scenario. See Google's overview of collaborative filtering and IBM's explanation of recommender systems.

QUESTION NO: 3

A paradigm shift has occurred in the way that small businesses use software applications. Companies increasingly choose hosted solutions with a monthly subscription fee and outsourced system maintenance, instead of purchasing software and hardware that must be maintained by internal resources. This business model is commonly referred to as:

A. scalability

B. grid computing

C. crowdsourcing

D. Software as a Service

ANSWER: D

Explanation:

Software as a Service is the correct term for a model in which a provider hosts and manages an application, while customers access and use it over the internet, typically by paying a recurring subscription fee. The provider is responsible for operating the application infrastructure, applying updates, maintaining availability, and handling much of the underlying system administration. This lets a small business obtain needed business functionality without buying, installing, and maintaining its own servers and application software. The scenario specifically emphasizes hosted applications, monthly fees, and outsourced maintenance, which are defining characteristics of Software as a Service. Common examples include web-based email, customer relationship management, accounting, collaboration, and productivity applications. This approach can reduce upfront capital expenditures and allow an organization to add or remove users as its needs change, while shifting many operational responsibilities to the service provider. The National Institute of Standards and Technology defines Software as a Service as the capability to use the provider's applications running on cloud infrastructure, with the provider managing the underlying cloud infrastructure and application environment. See the NIST Definition of Cloud Computing and the CISA cloud security guidance for further information about cloud service models and their operational considerations.

QUESTION NO: 4 - (SIMULATION)

You are using an e-mail client that you are unfamiliar with. You need to send an e-mail with an attachment but you do not see a feature labeled "attachment" anywhere on the client. What icon should you look for that is commonly used to invoke the e-mail attachment option?

C A. Lock

B. Folder

C. Checkmark

D. Paperclip

ANSWER: See the explanation for the answer

Explanation:

Correct answer: D. Paperclip

In most e-mail clients, the **paperclip icon** is the standard symbol for attaching a file to an e-mail message. Select the paperclip icon, then browse for and choose the file you want to attach.

QUESTION NO: 5

What is the difference between a computer virus and a worm?

A. A virus can replicate by itself, whereas a worm requires user action to replicate.

B. A worm can replicate by itself, whereas a virus requires user action to replicate.

C. A worm can deposit an illicit server, whereas a virus cannot.

D. A virus can deposit an illicit server, whereas a worm cannot.

ANSWER: B

Explanation:

A worm can replicate by itself, whereas a virus requires user action to replicate. This describes the traditional and exam-relevant distinction between these two forms of malware. A worm is a self-contained malicious program that can copy itself and spread autonomously, commonly by finding and exploiting vulnerable systems or network services. Its ability to propagate without attaching to another program or relying on a person to run an infected file can allow it to spread quickly across connected networks.

A computer virus, by contrast, inserts itself into or attaches to a legitimate host file, program, or document. For the virus to activate and reproduce, that infected host ordinarily has to be executed, opened, or otherwise handled. In practice, this often means a user must take an action, such as launching an infected application or opening a malicious document. The key concept is therefore autonomous propagation for worms versus dependence on execution of a host for viruses. The Cybersecurity and Infrastructure Security Agency identifies worms as malware that can spread without human interaction, while the National Institute of Standards and Technology defines a virus as code that replicates by infecting other programs or files. See CISA's virus-versus-worm guidance and the NIST definition of a computer virus.

QUESTION NO: 6

Which of the following is a legal and ethical practice?

A. Copying someone else's written work found on the Internet and presenting it as your own, as long as it is for schoolwork.

B. Trying shareware for free and paying for it only after you decide to keep using it.

C. Downloading copyrighted artwork and using it as a background on your Web site.

D. Downloading music and motion pictures as long as they are from a peer-to-peer network.

ANSWER: B

Explanation:

Trying shareware for free and paying for it only after you decide to keep using it is a legal and ethical practice when it is done according to the software publisher's stated license terms. Shareware is software intentionally made available by its copyright holder for users to evaluate, commonly for a specified trial period or with limited features. The publisher retains the copyright and establishes the conditions under which the program may be copied, installed, evaluated, registered, and used beyond the trial. A user who downloads the authorized trial version, evaluates it within those terms, and pays the required registration or license fee before continuing use honors both the owner's rights and the agreement governing the software. This model lets users assess whether a program meets their needs before making a purchase, while ensuring the developer is compensated if the user decides to continue using it. Respecting license terms is a central part of responsible technology use because software is protected as intellectual property. The U.S. Copyright Office explains that copyright protection applies to computer programs, and the Business Software Alliance provides guidance on using software in accordance with its license. See U.S. Copyright Office: Copyright Registration of Computer Programs and BSA | The Software Alliance.

QUESTION NO: 7

A company wants visitors to receive automatic updates whenever new articles are added to its industry-news Web site. Visitors should be able to subscribe through a feed reader instead of repeatedly checking the site. Which technology should the company provide?

A. An RSS feed

B. A cookie

C. A digital signature

D. An FTP account

ANSWER: A

Explanation:

An RSS feed is the appropriate technology because it publishes updated Web content in a standardized feed format that users can subscribe to through a feed reader or compatible application. When the company publishes a new article, the subscriber's reader can retrieve the feed and display the new item.

RSS is commonly used to syndicate frequently updated content such as news headlines, blog posts, and podcasts. It allows users to monitor content from multiple sources in one location. The RSS specification is available from the RSS Advisory Board.

QUESTION NO: 8

You receive an e-mail message that appears to be from your company's payroll department. The message asks you to click a link and confirm your password immediately to avoid suspension of direct deposit. Which type of attack does this message most likely represent?

A. Phishing

B. Compression

C. Defragmentation

D. Virtualization

ANSWER: A

Explanation:

Phishing is the most likely type of attack because the message attempts to persuade the recipient to disclose login credentials through a deceptive and urgent request. Attackers often impersonate trusted organizations, create a sense of urgency, and provide a link to a fraudulent sign-in page designed to capture usernames and passwords.

The appropriate response is to avoid selecting the link, verify the request through an established company contact method, and report the suspicious message according to company policy. CISA provides guidance on recognizing and reporting phishing attempts at Recognize and Report Phishing.

QUESTION NO: 9

You are preparing a report that includes several sentences from an article found on a Web site. You have permission to quote the material. Which action should you take to avoid plagiarism?

A. Clearly identify the quoted material and provide a citation to the original source.

B. Remove the author's name so that the report reads more smoothly.

C. Change several words in each sentence and present the material as original writing.

D. Place the article URL only in the report's file name.

ANSWER: A

Explanation:

Clearly identify the quoted material and provide a citation to the original source. Plagiarism occurs when a person presents another person's words or ideas as his or her own. Permission to use material does not remove the need to acknowledge the author or source when the words are quoted or closely paraphrased.

A proper citation lets readers locate the original work and distinguishes the author’s contribution from the quoted material. The Purdue Online Writing Lab provides guidance on quotation and citation practices at Quoting, Paraphrasing, and Summarizing.