Chapter 4: Innovations

Additional Readings


Morrison, Mary E. “10 Great Web Sites: An Inside Look at How a Few of the Best B-to-B Web Sites Got to Where They Are—and What They Learned along the Way.” *B-to-B* 89, no. 10 (September 13, 2004): 16.


Chapter 4 Test (100 points)

Part A. Match the sentence parts on the left with those on the right to form complete, true statements. (10 points)

___ 1. Technical jargon a. is to make it smaller and more focused.

___ 2. We often use abbreviations for words b. can help to identify problems but do not always give the right answer for the context.

___ 3. To use a computer for brainstorming c. when evaluating or designing a website.

___ 4. Headings and subheadings d. you can explain how to do something or how something happens.

___ 5. Computer grammar checks and spelling checks e. don’t choose the first word it gives you—look at all the options and check your dictionary.

___ 6. To narrow a topic f. cover the screen and type ideas quickly.

___ 7. Flowcharts g. that show time, amounts, or distances.

___ 8. When you write without a process h. show processes or
sequences of causes and
effects.

___ 9. It is important to consider
i. can help you predict the
purpose and audience
organization of a text.

___ 10. When you use a computer spell check
j. has specific meanings for a
profession or field of
study.

Part B. Match the words on the left with their common abbreviations on the right.

Write the letter of each abbreviation on the line next to the word. (20 points)

___ 1. without a. []
___ 2. because b. &
___ 3. similar to c. w/
___ 4. more than d. ≠
___ 5. and e. >
___ 6. different from f. #
___ 7. less than g. vs
___ 8. number h. b/c
___ 9. with i. w/o
___ 10. versus j. <

Part C. Circle the letter that best answers each question or completes each sentence.

(20 points)

1. Which of the following is NOT a good strategy to use when working on a
computer?
a. Always scan your disk for viruses before and after using a public computer.

b. Leave a copy of your work on a public computer.

c. Save your work frequently on a disk or a zip drive.

d. Allow plenty of time for printing your work in case there are printer problems.

2. Which of these topics would probably be best to write about in a paragraph?

   a. The twentieth century witnessed hundreds of important inventions.

   b. The process of obtaining a patent for an invention can be explained in a few simple steps.

   c. The history of the Internet involves numerous people and developments.

   d. Benjamin Franklin, Albert Einstein, and Eli Whitney are three of the most well-known inventors in American history.

3. Which of the following words has both a technical meaning and a non-technical meaning?

   a. multimedia

   b. browse

   c. hypertext

   d. bandwidth
4. Which of the following words has both a technical meaning and a non-technical meaning?
   a. silicon chip
   b. fiber-optic cable
   c. download
   d. link

Part D. Write a short answer to each of the following questions. (50 points)

1. What are some places in which you might find examples of jargon? List at least three examples. __________________________________________
   __________________________________________
   __________________________________________

2a. When should you ask someone for clarification? ____________________
   __________________________________________

   Write a polite phrase that you can use to ask for clarification.
   __________________________________________

2b. When should you clarify an idea? ________________________________
   __________________________________________

   Write a polite phrase that you can use to clarify an idea.
   __________________________________________

3. Explain the process of narrowing a topic.
   __________________________________________
   __________________________________________
4. Explain what a cause-and-effect flowchart looks like and what it is useful for. You may draw a diagram if you wish.

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5. What kinds of services are usually offered at a campus computer lab or computer center? List at least three services.

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