

Lesson 2 Quiz

Circle the correct response for each question.

1. What are the three most common Web site structures?
 - a. Linear, vertical, hierarchical
 - b. Horizontal, vertical, random
 - c. Hierarchical, linear, random
 - d. Random, hierarchical, horizontal

2. Which of the following is not influenced by the Web site's target audience?
 - a. Web authoring tools used
 - b. Overall look and feel of the Web site
 - c. Writing style and tone of content
 - d. Multimedia content used

3. What is the term for a sketch displaying the skeletal blueprint of a Web page structure?
 - a. Wireframe
 - b. Mind map
 - c. Card sort
 - d. Site map

4. Which of the following should not be considered when determining a Web site's target audience?
 - a. Gender
 - b. Age
 - c. Nationality
 - d. Internet address

5. Which Web authoring tool does not require Web files to be transferred to a Web host?
 - a. Text editor
 - b. Online site builder
 - c. Web editor
 - d. Offline site builder

6. Which Web authoring tool allows you to keep all content and design features of your Web site when transferring to a new host?
 - a. Web editor
 - b. Online site builder
 - c. Offline site builder
 - d. All Web authoring tools

7. Which of the following is recommended when using graphics as part of a Web site's navigation scheme?
 - a. Make sure the graphics are small
 - b. Provide text links in the page footer
 - c. Use a primary color scheme
 - d. Use graphics only on the home page navigation

8. Which of the following is an example of a goal?
 - a. Establish an online presence
 - b. Sell products or services to generate income
 - c. Present information on a topic
 - d. Increase sales by 10 percent by the end of the year

9. Which of the following is part of determining your target audience?
 - a. Physical demographics
 - b. Assessing needs
 - c. Selecting development tools
 - d. Random structure

10. Which of the following is a type of navigational structure?
 - a. Logos
 - b. Breadcrumbs
 - c. Color scheme
 - d. Cultural demographics