

***Strategies for the Hospitality Industry, 3e (Nyheim)***  
**Chapter 2 Computing Basics and Networks**

1) Jennifer Jones, the interview subject for this chapter is:

- A) A freelance IT Writer
- B) IT supervisor for Sheraton Four Points
- C) A well-regarded Hospitality Technology Consultant
- D) CTO for Sheraton Four Points

Answer: C

2) What does the text identify as one of the most important aspects of security?

- A) Job Security
- B) Credit Cards
- C) Cash Security
- D) Security and Exchange

Answer: B

3) In binary code, data can be expressed in which of these two ways?

- A) + or -
- B) dot or dash
- C) a or b
- D) 1 or 0

Answer: D

4) The smallest form of data storage is a:

- A) Digit
- B) Byte
- C) Bit
- D) Mini-byte

Answer: C

5) How many bits does it take to make a byte?

- A) 2
- B) 5
- C) 8
- D) 10

Answer: C

6) Which of the following is not a measurement of data storage?

- A) Megabyte
- B) Exabyte
- C) Zetabyte
- D) Jigabyte

Answer: D

7) The term "bits" is short for:

- A) Byte-size
- B) Binary Digits
- C) Internet Bytes
- D) None of the above

Answer: B

8) The part of the computer sealed in an airtight metal container is the:

- A) Hard Drive
- B) Operating System
- C) CPU
- D) Hardware

Answer: A

9) The \_\_\_\_\_ keeps track of which sector of a disk contains what data.

- A) CPU
- B) Operating System
- C) Hard Drive
- D) Cache

Answer: B

10) The \_\_\_\_\_ is the detailed instructions that control the operation of a computer system.

- A) Hardware
- B) Software
- C) Cache
- D) Operating System

Answer: B

11) API stands for:

- A) Apple Products Interface
- B) Application for Primary Internet
- C) Application Protocol Interfaces
- D) None of the above

Answer: C

12) What does LAN stand for?

- A) Local Area Network
- B) Local Application Network
- C) Land Application Network
- D) Local Analog Network

Answer: A

- 13) What does NIC stand for?  
A) Network Internet Controls  
B) Network Interface Cards  
C) Newly Interfaced Controls  
D) Naval International Command

Answer: B

14) What is the system software that routes communications on the network and manages network resources?

- A) PBX  
B) NIC  
C) DOS  
D) NOS

Answer: D

15) What does WAN stand for?

- A) Wide Area Network  
B) Wide Application Network  
C) Working Application Network  
D) Wide Analog Network

Answer: A

16) What does URL stand for?

- A) Unconnected Resource LAN  
B) Uniform Resource Locator  
C) Universal Radio wave Locator  
D) Uniform Resource Language

Answer: B

17) One format of the web that provides formatting and presentation functionality as well as navigation and search capabilities is:

- A) LAN  
B) WAN  
C) URL  
D) HTML

Answer: D

18) This type of network provides a secure connection to different sites of an enterprise over the internet.

- A) VPN  
B) SaaS  
C) LAN  
D) NBA

Answer: A

19) According to the text, telephone tricks where one party calls another and tricks that party into giving access information is an example of:

- A) Phishing
- B) Social Engineering
- C) Spear Phishing
- D) Encryption

Answer: B

20) According to the text, fake emails that trick the user into providing information such as Social Security or bank account numbers is an example of:

- A) Phishing
- B) Social Engineering
- C) Spear Phishing
- D) Encryption

Answer: A

21) According to the text, fake emails to trick the user that are tailored for the individual and look very real is an example of:

- A) Phishing
- B) Social Engineering
- C) Spear Phishing
- D) Encryption

Answer: C

22) In the interview with Jennifer Jones, she states that one of the most important aspects of security is focused around credit card security.

Answer: TRUE

23) According to the text, a system is defined as simply a way of doing things.

Answer: TRUE

24) Data is defined by the text as raw facts made up of words, numbers, etc.

Answer: TRUE

25) A computer counts in the system of base 10.

Answer: FALSE

26) A PCB is a Processing Computer Board, which is different from a motherboard.

Answer: FALSE

27) The CPU is the brain of the computer.

Answer: TRUE

28) RAM stands for Random Access Memory and is where applications run.

Answer: TRUE

29) The SIM in a SIM card stands for Subscriber Identity Module.

Answer: TRUE

30) A server from a hardware perspective is simply a minor computer with just a small amount of memory to keep it simple.

Answer: FALSE

31) According to the text, Telecommunications is simply long-distance communications.

Answer: TRUE

32) The internet has its own protocol, known as TCP/IP.

Answer: TRUE

33) When you access the internet, you access it through an ISP which is used by all internet users around the globe.

Answer: FALSE

34) XML is an older and out-of-date system of formatting and presentation on the web.

Answer: FALSE

35) Common wireless transmissions include satellites, cellular, and PC's.

Answer: TRUE

36) What was once known as an ASP is now more customized as a SaaS or "Software as a Service."

Answer: TRUE

37) A popular form of internet security attack is a denial of service attack where routers are co-opted and form what is known as a botnet, which directs users to another specific web site.

Answer: TRUE

38) A DDos attack is when a cyber criminal directs an overload of web site traffic to your online property, causing it to crash.

Answer: TRUE

39) Viruses, worms, Trojan horses and spyware all work on the same principle.

Answer: FALSE

40) One kilobyte equals \_\_\_\_\_ bytes, the same number of kilobytes that equal a megabyte.

Answer: 1024

41) \_\_\_\_\_ is defined as "the class of physical phenomena arising from the existence and interactions of electric charge."

Answer: Electricity

42) Electricity is a phenomenon, and \_\_\_\_\_ measures its potential.

Answer: Voltage

43) \_\_\_\_\_ signals travel as a wave that has many points or states.

Answer: Analog

44) \_\_\_\_\_ signals only have high and low points and vary instantaneously with no points in between.

Answer: Digital

45) The computer's hard disk contains an area that is used for memory and is called a(n) \_\_\_\_\_.

Answer: Cache

46) Something physical in your computer system that you can touch and feel is called \_\_\_\_\_.

Answer: Hardware

47) A(n) \_\_\_\_\_ is a transmission system that connects two or more applications running on different computers.

Answer: Network

48) A(n) \_\_\_\_\_ is the combination of a connector plug and internal electronics.

Answer: Port

49) The medium that a signal travels in a cable TV is a(n) \_\_\_\_\_.

Answer: Coaxial Cable

50) The medium that a signal travels in that uses pulses of light is \_\_\_\_\_.

Answer: Fiber Optics

51) Besides a file server, and a print server, a third server that plays a crucial role in LANs and networks is a(n) \_\_\_\_\_ server.

Answer: Database

52) The \_\_\_\_\_ is used to direct incoming calls to the larger organizational setting.

Answer: PBX

53) The data transmission rate is dependent upon the difference between the highest and lowest point of a signal-also known as \_\_\_\_\_.

Answer: Bandwidth

54) Granting and restricting access to internet resources is done by software known as a(n) \_\_\_\_\_.

Answer: Firewall

55) Another word for the scrambling of messages that is sometimes necessary to keep transmissions private is \_\_\_\_\_.

Answer: Encryption

56) An advanced software development has created \_\_\_\_\_ software that analyzes a network for irregularities.

Answer: NBA (Network Behavior Analysis)

- A) equals 1024 megabytes
- B) equals 1024 gigabytes
- C) equals 1024 exabytes
- D) equals 1024 kilobytes
- E) equals 1024 petabytes
- F) equals 1024 zetabytes
- G) equals 1024 bytes
- H) equals 1024 terabytes

Match the following measurement of data with its number of components.

57) kilobyte

58) megabyte

59) gigabyte

60) terabyte

61) petabyte

62) exabyte

63) zetabyte

64) yottabyte

Answers: 57) G 58) D 59) A 60) B 61) H 62) E 63) C 64) F

65) How do LANs provide a business need?

Answer:

Specifically, LANs do the following:

a. Allow resources to be shared. For example, instead of everyone having a printer, which would be cost-prohibitive, the resource is shared by multiple end-users.

b. Allow data and information to be shared. Through networks, and unrestricted by geography, all managers can have access to "real-time" company information.

66) What are some forward-looking issues in Hospitality that technology can be a part of?

Answer: From a management perspective, and to some degree from a guest perspective, new uses of the internet are giving hospitality organizations more options. Cloud computing is one such offering where companies such as Amazon, IBM, Google, and Microsoft are providing processing power, storage, and applications on their servers, which can be accessed via the internet. With cloud computing we are also seeing newer "edge" devices that can provide much of the data processing rather than waiting on the cloud. Hospitality technology-specific vendors are also increasing in offering their applications over the internet rather than on-site. What was once known as an application service provider (ASP), where generic software was made available over the internet, has developed into a more customized application tailored to a specific company's needs by the vendor but likewise stored and managed by the vendor on their servers and accessed over the internet. This is known as software as a service (SaaS). Drones are also seeing more usage in hospitality. What were once only cameras in the sky are quickly becoming service delivery options with a whole host of research and development in the works. The internet of things or newer devices accessing the internet is increasing. Imagine a restaurant refrigerator ordering milk on its own. Care must be taken in our industry with more and more devices coming "online." As we saw in the interview, voice is also gaining popularity in searches.

67) What is the role of the internet of things in hospitality security concerns?

Answer: The internet of things has progressed to the point where real-world devices are controlled by virtual means. This unfortunately places people at risk of real-world injury, if cyber criminals decide to use these networks to disrupt or attack critical infrastructure. Cyber-crimes will result in physical injury as denial of service attacks increase. Many unsecured devices are giving criminals the chance to disrupt huge online web sites and the American economy as a result. Recently, the largest DDos attack in history disrupted the internet, pulling down major sites like Twitter, Netflix, and CNN. The difference with this attack was that it was executed by a botnet made up of devices like digital cameras and DVR players.

Botnets make up these DDos attacks. A DDos attack is when a cybercriminal or organization directs an overload of web site traffic to your online property, which causes it to crash. Typically called a distributed denial of service attack, these block online shopping by causing your servers to crash and disrupting your sales process. Because your consumers can no longer access your site, or products and services—they simply go to a competitor, while you scramble to fix the problem. According to RivalHost, DDos attacks have increased 2.5 times over the last three years and are set to keep rising.