

# Texas A&M University (TAMU) ISTM210 Fundamentals of Information Systems Exam 2 Practice (Sample)

## Study Guide



**Everything you need from our exam experts!**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

**Remember:** successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## Questions

- 1. In email communication, what does the term "carbon copy" imply?**
  - A. It sends an email to one recipient only**
  - B. It sends copies of the email to multiple recipients openly**
  - C. It encrypts the email content for security**
  - D. It sends an email only to the main recipient**
- 2. What is the general purpose of a Governmental Website?**
  - A. To sell goods and services**
  - B. To provide information relevant to the public**
  - C. To showcase a company's products**
  - D. To host online advertisements**
- 3. What type of websites are easier to maintain due to their fixed content?**
  - A. Dynamic Websites**
  - B. Static Websites**
  - C. Responsive Websites**
  - D. Interactive Websites**
- 4. Which payment model is typically preferred for brand awareness campaigns?**
  - A. Cost Per Click (CPC)**
  - B. Cost per Action (CPA)**
  - C. Cost per Thousand Impressions (CPM)**
  - D. Flat Rate Advertising**
- 5. What program is designed to ensure that only authorized users can access a network's intranet?**
  - A. Router**
  - B. Switch**
  - C. Firewall**
  - D. Modem**

- 6. The rise of IoT devices and Internet-enabled sensors in objects is creating concerns about what issue?**
- A. Security**
  - B. Privacy**
  - C. Accessibility**
  - D. Functionality**
- 7. Which term refers to software that harms a computer system without the owner's knowledge?**
- A. Adware**
  - B. Malware**
  - C. Ransomware**
  - D. Spyware**
- 8. Yahoo.com is known for its extensive use of which type of advertising?**
- A. Banner Ads**
  - B. Social Media Advertising**
  - C. Native Advertising**
  - D. PPC Advertising**
- 9. Which of the following best describes resilience in the context of information systems?**
- A. Planning for growth**
  - B. Knowing you can't stop bad things from happening, but making sure you mitigate the damage and survive**
  - C. Achieving high performance**
  - D. Implementing security protocols**
- 10. What concept indicates that it is generally easier to reengineer a website than to redesign a physical store?**
- A. Agility**
  - B. Scalability**
  - C. Flexibility**
  - D. Innovation**



## **Answers**

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1. B
2. B
3. B
4. C
5. C
6. B
7. B
8. C
9. B
10. A

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## **Explanations**

**1. In email communication, what does the term "carbon copy" imply?**

- A. It sends an email to one recipient only**
- B. It sends copies of the email to multiple recipients openly**
- C. It encrypts the email content for security**
- D. It sends an email only to the main recipient**

The term "carbon copy" in email communication refers to the practice of sending a copy of an email to multiple recipients openly, allowing all recipients to see who else received the email. This terminology stems from the traditional practice of using carbon paper to create duplicate copies of typed documents. When you use the carbon copy field in an email, it indicates that the recipients listed in this field will receive the email, and their addresses will be visible to all other recipients. This is helpful in scenarios where transparency among recipients is important, as everyone knows who else has received the message. Understanding the implications of carbon copy is essential for effective email communication, especially in professional environments, where keeping all parties informed is often crucial. It's distinct from other email options that may limit visibility, such as blind carbon copy (BCC), where recipients do not see each other's addresses.

**2. What is the general purpose of a Governmental Website?**

- A. To sell goods and services**
- B. To provide information relevant to the public**
- C. To showcase a company's products**
- D. To host online advertisements**

The general purpose of a governmental website is to provide information relevant to the public. These websites are designed to serve the needs of citizens by offering access to a range of information including government services, public policies, community resources, legal regulations, and educational content. They often aim to promote transparency, facilitate communication between government and the community, and ensure that individuals have access to vital information about their rights and responsibilities. Unlike commercial websites that focus on selling goods or services, governmental websites prioritize public service and citizen engagement.

### **3. What type of websites are easier to maintain due to their fixed content?**

- A. Dynamic Websites**
- B. Static Websites**
- C. Responsive Websites**
- D. Interactive Websites**

Static websites feature fixed content that does not change unless manually updated by a developer. This kind of rigidity makes them inherently easier to maintain compared to other types of websites, particularly dynamic websites that rely on databases and server-side processing to generate content on the fly. With static websites, the files are typically written in HTML and may include CSS for styling; they serve the same content to every visitor. Because there is no backend database or server-side scripting involved, the complexity of development and maintenance is significantly reduced. Updates are straightforward — they require a developer to edit the HTML files directly without the need for additional technologies to manage dynamic content or user interactions. In contrast, dynamic websites involve databases and server-side logic that generate content dynamically based on user interactions or other variables. This added complexity can make maintenance more challenging, as updates must be coordinated across the back end and front end, and may involve additional testing to ensure everything functions as intended. As for responsive websites, while they adapt to various screen sizes and devices, they can still be static or dynamic. The focus here is on the adaptability of the layout rather than the ease of maintenance, which is more characteristic of static websites. Interactive websites, similarly, may require additional maintenance efforts to handle the user interfaces

### **4. Which payment model is typically preferred for brand awareness campaigns?**

- A. Cost Per Click (CPC)**
- B. Cost per Action (CPA)**
- C. Cost per Thousand Impressions (CPM)**
- D. Flat Rate Advertising**

The preferred payment model for brand awareness campaigns is the Cost per Thousand Impressions (CPM) model. This approach focuses on generating visibility and impressions rather than immediate actions or clicks. In brand awareness campaigns, the primary objective is to reach as many potential customers as possible and make them aware of a brand or product, which is effectively measured by how many times the advertisement is displayed to users. Using CPM, advertisers pay for a thousand views (impressions) of their ad, which allows them to build brand recognition among a broad audience. This is particularly useful in campaigns aimed at establishing presence and familiarity with a brand, as opposed to directly driving immediate conversions or actions. In contrast, models like Cost Per Click (CPC) and Cost per Action (CPA) are more closely aligned with performance-driven objectives, where measurable interactions or conversions are prioritized. Flat Rate Advertising does not necessarily focus on impressions or conversions, making CPM the most suitable choice for campaigns targeting brand awareness.

**5. What program is designed to ensure that only authorized users can access a network's intranet?**

- A. Router**
- B. Switch**
- C. Firewall**
- D. Modem**

A firewall is a program or device designed to protect networks from unauthorized access. It acts as a barrier between an internal network (intranet) and external networks (like the internet), controlling the flow of incoming and outgoing traffic based on predetermined security rules. By inspecting packets of data and determining their legitimacy, firewalls can block unauthorized users from accessing sensitive data and resources within the network. In contrast, a router is primarily responsible for directing data packets between different networks. A switch connects devices within the same network and manages communication between them. A modem serves to convert digital data from a computer to an analog signal for transmission over telephone lines or vice versa. While these devices play essential roles in network functionality, they do not specifically focus on ensuring that access to the intranet is limited to authorized users. Thus, the firewall is specifically designed to address security and access control within a network.

**6. The rise of IoT devices and Internet-enabled sensors in objects is creating concerns about what issue?**

- A. Security**
- B. Privacy**
- C. Accessibility**
- D. Functionality**

The rise of IoT (Internet of Things) devices and Internet-enabled sensors is indeed creating significant concerns surrounding privacy. As these devices collect and transmit vast amounts of personal data, including location information, usage patterns, and even biometric data, they pose a risk to individual privacy. The continuous monitoring and data collection can lead to unauthorized access, potential misuse of personal information, and the challenges of managing consent regarding who can access and use the data. With the extensive connectivity provided by these devices, there is also the potential for data to be intercepted or hacked, further amplifying privacy risks. Individuals may not always be fully aware of the extent to which their data is being collected, shared, or sold, leading to concerns over transparency and control. Hence, privacy becomes a central issue in the discussion of IoT, as it intersects with the implications of data ownership, user consent, and regulatory compliance in the digital age.

**7. Which term refers to software that harms a computer system without the owner's knowledge?**

**A. Adware**

**B. Malware**

**C. Ransomware**

**D. Spyware**

Malware is a broad term that encompasses various types of malicious software designed to harm, exploit, or otherwise compromise computer systems and networks. This includes any software intentionally programmed to infiltrate or damage devices and data without the consent of the user. Malware can take many forms, including viruses, worms, Trojan horses, ransomware, and spyware. In contrast, while adware is designed to display advertisements to users, it is not inherently harmful and typically operates with user awareness. Ransomware specifically encrypts a user's files and demands payment for decryption, making it a subset of malware rather than the encompassing term. Spyware secretly monitors and collects user information, which can be invasive but does not necessarily disrupt the operation of the system in a harmful way. Thus, malware is the accurate term for software that poses a threat to computer systems without the owner's awareness, as it includes all malicious forms of software, highlighting its broad and harmful nature.

**8. Yahoo.com is known for its extensive use of which type of advertising?**

**A. Banner Ads**

**B. Social Media Advertising**

**C. Native Advertising**

**D. PPC Advertising**

Yahoo.com is particularly known for its extensive use of native advertising, which is designed to blend seamlessly with the content that surrounds it, making it less intrusive than traditional forms of advertising. Native ads usually match the form and function of the platform on which they appear, leading to increased engagement as users are often more likely to interact with ads that feel like part of the content itself. Yahoo has historically incorporated native advertising in a way that aligns with its content offerings, enabling advertisers to leverage the platform effectively. This approach often includes sponsored articles or videos that maintain the look and feel of the site's regular content, enhancing user experience and encouraging interaction without disrupting the flow of browsing.

**9. Which of the following best describes resilience in the context of information systems?**

**A. Planning for growth**

**B. Knowing you can't stop bad things from happening, but making sure you mitigate the damage and survive**

**C. Achieving high performance**

**D. Implementing security protocols**

In the context of information systems, resilience fundamentally refers to an organization's ability to anticipate, prepare for, respond to, and recover from unexpected disruptions or crises. The chosen response effectively encapsulates this concept by acknowledging that while it is impossible to prevent all adverse events from occurring, effective resilience involves strategies that minimize the impact of these events and ensure continuity of operations. This implies a proactive approach to risk management, where organizations develop frameworks and response mechanisms that allow them to bounce back even stronger following a setback. Elements such as disaster recovery plans, backup systems, and emergency protocols are typical components that contribute to resilience, demonstrating that the focus is on both harm reduction and recovery. The other choices do not capture the essence of resilience as comprehensively. Planning for growth reflects a strategic development focus rather than a response to adversity. Achieving high performance pertains more to optimization and efficiency in operations without necessarily addressing the need for recovery from disruptions. Implementing security protocols is important but is typically a part of a broader strategy rather than the complete picture of resilience, which also includes response and recovery aspects.

**10. What concept indicates that it is generally easier to reengineer a website than to redesign a physical store?**

**A. Agility**

**B. Scalability**

**C. Flexibility**

**D. Innovation**

The concept that indicates it is generally easier to reengineer a website than to redesign a physical store is agility. Agility refers to the ability to adapt quickly and efficiently to changes. When it comes to web development, updates and changes can be implemented relatively easily and rapidly without significant interruptions or large-scale physical alterations. This allows organizations to respond to market trends, customer feedback, and technological advancements in a more fluid manner. In contrast, physical redesigns of stores require substantial resources, time, and logistical planning. Changes may involve construction, alterations of space, and compliance with various regulations, making the process much more cumbersome and slow-moving. This difference highlights the inherent agility of digital platforms compared to the rigidity typically found in physical designs.



## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://tamu-istm210exam2.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**