

TEXAS A&M UNIVERSITY (TAMU) ISTM210 FUNDAMENTALS OF INFORMATION SYSTEMS EXAM 2 PRACTICE (SAMPLE) STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE

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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

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- 1. What does Cost per Action (CPA) require from the user for the advertiser to be charged?**
 - A. User clicks the advertisement
 - B. User fills out a form or makes a purchase
 - C. User interacts with social media posts
 - D. User views the advertisement
- 2. What is a protocol in the context of computer networks?**
 - A. A hardware component
 - B. A set of rules governing usage
 - C. A network type
 - D. A type of software application
- 3. What is a characteristic of Platform-Neutral programs?**
 - A. They require specific operating systems
 - B. They can work across various web browsers
 - C. They are only compatible with certain devices
 - D. They are limited to desktop applications
- 4. What type of network typically covers a relatively small area, such as within a single building?**
 - A. Metropolitan Area Network (MAN)
 - B. Campus Area Network (CAN)
 - C. Local Area Network (LAN)
 - D. Wide Area Network (WAN)
- 5. What role is responsible for overseeing a Network Operating System and authenticating users?**
 - A. System Administrator
 - B. Network Technician
 - C. Network Administrator
 - D. Network Engineer

- 6. What form of code was developed in 1990 specifically for creating websites?**
- A. Cascading Style Sheets (CSS)
 - B. JavaScript
 - C. Hypertext Markup Language (HTML)
 - D. Extensible Markup Language (XML)
- 7. Which E-Commerce model is characterized by transactions between businesses and individual consumers?**
- A. Business-to-Business
 - B. Business-to-Consumer
 - C. Consumer-to-Business
 - D. Consumer-to-Consumer
- 8. Where did Sir Tim Berners-Lee develop HTML?**
- A. Massachusetts Institute of Technology
 - B. Stanford University
 - C. Center for European Nuclear Research (CERN)
 - D. California Institute of Technology
- 9. What is the primary benefit of Cost Per Click (CPC) advertising for advertisers?**
- A. They pay for views only
 - B. They pay for user interaction
 - C. They pay for each sale made
 - D. They pay only when users click on their ads
- 10. True or False: Corporate Websites and Intranets serve the same purpose.**
- A. True
 - B. False
 - C. Sometimes true
 - D. Neither true nor false

Answers

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

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Explanations

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1. What does Cost per Action (CPA) require from the user for the advertiser to be charged?

- A. User clicks the advertisement
- B. User fills out a form or makes a purchase**
- C. User interacts with social media posts
- D. User views the advertisement

Cost per Action (CPA) refers to a pricing model in online advertising where advertisers pay for a specific action taken by a user as a result of clicking on their ad. This action is usually defined as a completed transaction, such as making a purchase, signing up for a newsletter, or filling out a form. In this context, the term "action" directly correlates with a measurable and valuable outcome that demonstrates user engagement and intent. When an advertiser opts for a CPA model, they are typically looking for more than just surface-level engagement, such as clicks or impressions; they desire concrete results that contribute to their marketing goals. By requiring that the user fills out a form or makes a purchase, the CPA model allows advertisers to evaluate the effectiveness of their campaigns based on actual user behavior that leads to conversions. This shift towards performance-based advertising helps to align costs with results, ensuring that advertisers only pay when their ads produce the desired outcome. In contrast, options like merely clicking an advertisement or viewing it do not represent a commitment from the user and therefore do not incur any charges in a CPA framework. Interactions with social media posts, while valuable for brand awareness, typically fall under different advertising cost structures, such as Cost Per Click (CPC)

2. What is a protocol in the context of computer networks?

- A. A hardware component
- B. A set of rules governing usage**
- C. A network type
- D. A type of software application

A protocol in the context of computer networks refers to a set of rules and conventions that determine how data is transmitted and received over the network. It establishes the parameters for communication, including things like data formatting, error handling, and how devices identify and interact with each other. Protocols ensure that devices from different manufacturers can communicate effectively, as they provide a common framework that both ends of a communication channel can adhere to. For example, the Transmission Control Protocol (TCP) governs how data packets are sent over the internet, ensuring that these packets are properly sequenced and validated upon arrival, allowing for reliable communication. The simplicity and standardization offered by protocols are vital for the seamless exchange of information across various devices and systems in a networked environment. The other options do not accurately represent the concept of a protocol: hardware components refer to the physical devices that make up a network, a network type categorizes different kinds of network architectures, and software applications run specific tasks but do not inherently govern the rules of communication in a network. Therefore, understanding that a protocol is fundamentally a set of rules governing usage helps clarify its critical role in facilitating communication in computer networks.

3. What is a characteristic of Platform-Neutral programs?

- A. They require specific operating systems
- B. They can work across various web browsers**
- C. They are only compatible with certain devices
- D. They are limited to desktop applications

Platform-neutral programs are designed to function across different environments without being tied to a single operating system or device type. This characteristic allows them to operate on various web browsers regardless of the underlying platform, making them highly versatile. This flexibility is particularly valuable in an increasingly diverse technological landscape, where users may utilize different systems and devices to access applications. As such, the capability to work seamlessly across multiple web browsers aligns with the essence of being platform-neutral, fostering accessibility and user engagement across various platforms. This approach enhances the usability and reach of programs, making them advantageous for developers aiming for a broader audience.

4. What type of network typically covers a relatively small area, such as within a single building?

- A. Metropolitan Area Network (MAN)
- B. Campus Area Network (CAN)
- C. Local Area Network (LAN)**
- D. Wide Area Network (WAN)

The correct choice is Local Area Network (LAN), which is designed to connect devices within a limited geographic area, such as a single building or a group of nearby buildings. LANs are commonly used in homes, schools, and businesses to share resources like printers, files, and internet connections among computers and other devices. A Local Area Network is characterized by high data transfer rates and low latency, making it ideal for situations where many users or devices require reliable access to shared resources. The infrastructure of a LAN typically involves Ethernet cables, Wi-Fi connections, and network devices like routers and switches that facilitate communication between devices. In contrast, other types of networks, such as Metropolitan Area Networks (MAN) and Wide Area Networks (WAN), cover larger geographic areas. A MAN spans a city or a town, connecting multiple LANs, while a WAN can encompass a vast geographical area, potentially connecting networks across states or even countries. A Campus Area Network (CAN) typically refers to a network that connects multiple buildings within a campus, like those found at universities, which can be broader than a single building but still serves related purposes in a defined area. Thus, the key distinction of a LAN lies in its focus on small-scale, localized networking, making it the

5. What role is responsible for overseeing a Network Operating System and authenticating users?

- A. System Administrator
- B. Network Technician
- C. Network Administrator**
- D. Network Engineer

The role responsible for overseeing a Network Operating System and authenticating users is that of a Network Administrator. This individual is primarily tasked with the management of network software, which includes the configuration, maintenance, and security of the network operating system. Additionally, the Network Administrator is accountable for controlling access to the network by authenticating users, ensuring that only authorized personnel can access various resources and services within the network environment. The responsibilities of a Network Administrator often encompass managing user accounts, setting permissions, and maintaining security protocols related to user authentication. This role is essential in maintaining overall network performance and security, making it critical for the smooth operation of an organization's IT framework. While other roles such as System Administrators and Network Engineers have their own specific functions—such as managing server systems or designing network infrastructure—they do not centralize user authentication as a primary responsibility to the same extent as the Network Administrator. Thus, the identification of the correct role highlights the unique focus of Network Administrators on user access and network operating systems.

6. What form of code was developed in 1990 specifically for creating websites?

- A. Cascading Style Sheets (CSS)
- B. JavaScript
- C. Hypertext Markup Language (HTML)**
- D. Extensible Markup Language (XML)

Hypertext Markup Language (HTML) was developed in 1990 and is specifically designed for creating and structuring content on the web. It provides a standardized way to present text, images, links, and other elements on web pages, enabling browsers to render this content for users. HTML defines the structure of web documents using a series of elements and tags, which dictate how content is displayed and organized on the page. While Cascading Style Sheets (CSS) is used to control the presentation of HTML elements, it was not developed as a foundational coding language for websites. JavaScript, introduced shortly after HTML, is a programming language that adds interactivity to web pages, but HTML remains the primary language for webpage structure. Extensible Markup Language (XML) serves different purposes, primarily for data storage and transport rather than directly creating websites. Thus, HTML is the essential and correct answer for website creation from that timeframe.

7. Which E-Commerce model is characterized by transactions between businesses and individual consumers?

- A. Business-to-Business
- B. Business-to-Consumer**
- C. Consumer-to-Business
- D. Consumer-to-Consumer

The Business-to-Consumer (B2C) e-commerce model is characterized by transactions that occur directly between businesses and individual consumers. This model involves companies selling products or services directly to end-users, such as the purchase of clothing from an online retailer or buying digital content from a streaming service. B2C is the most common e-commerce format; it encompasses a wide range of industries including retail, services, and entertainment. The primary focus of this model is to attract consumers and provide them with a seamless shopping experience, often through user-friendly websites or mobile applications. In contrast, other models serve different transaction types. For instance, Business-to-Business (B2B) involves transactions between businesses, usually for goods or services, with larger orders and longer sales cycles. Consumer-to-Business (C2B) refers to individuals brokering goods or services to businesses, typically found in freelance or gig economy settings. Consumer-to-Consumer (C2C) involves transactions between individuals, often facilitated by a third-party platform, such as auction or classifieds websites. Each model has distinct characteristics and functions within the broader framework of e-commerce, but the defining trait of B2C is its focus on the end consumer.

8. Where did Sir Tim Berners-Lee develop HTML?

- A. Massachusetts Institute of Technology
- B. Stanford University
- C. Center for European Nuclear Research (CERN)**
- D. California Institute of Technology

Sir Tim Berners-Lee developed HTML while he was working at the Center for European Nuclear Research (CERN) in the late 1980s and early 1990s. At CERN, Berners-Lee sought to create a system that could facilitate information sharing among researchers, which led to the formulation of the World Wide Web and the development of HTML (Hypertext Markup Language) as a foundational technology for creating web pages. This work at CERN was crucial, as it laid the groundwork for the internet as we know it today, making information accessible across various platforms and devices. The environment at CERN, which was focused on high-energy physics research and involved many scientists in need of a more efficient way to communicate, was key to the conception and implementation of his ideas. This context is what makes the Center for European Nuclear Research the correct answer.

9. What is the primary benefit of Cost Per Click (CPC) advertising for advertisers?

- A. They pay for views only
- B. They pay for user interaction
- C. They pay for each sale made
- D. They pay only when users click on their ads**

The primary benefit of Cost Per Click (CPC) advertising lies in the fact that advertisers are charged specifically when users click on their ads. This model allows advertisers to drive targeted traffic to their websites while having control over their advertising budget, as they only incur costs when actual engagement occurs. This mechanism incentivizes businesses to optimize their ad content and targeting strategies, ensuring that they reach the most relevant audience effectively. By paying solely for clicks, advertisers can more accurately measure the return on investment (ROI) of their ad campaigns. They can analyze which ads are effective in generating interest and conversions, allowing for continuous improvement and better allocation of marketing resources. This direct correlation between cost and user engagement makes CPC an appealing option for businesses aiming to optimize their advertising efficiency.

10. True or False: Corporate Websites and Intranets serve the same purpose.

- A. True
- B. False**
- C. Sometimes true
- D. Neither true nor false

Corporate websites and intranets serve distinctly different purposes within an organization, which makes the assertion that they serve the same purpose false. A corporate website is primarily designed for external communication. It aims to provide information to the outside world, including potential customers, investors, and the general public. It acts as a marketing tool that showcases a company's products, services, values, and brand, and often includes features for customer engagement, such as contact forms and support options. In contrast, an intranet is a private network used exclusively within an organization. Its main function is to facilitate internal communication and collaboration among employees. An intranet often contains resources such as company policies, internal documents, forms, and tools for project management, fostering a secure environment for sharing sensitive information internally. Thus, the differing target audiences and functionalities emphasize why the statement is false. Corporate websites focus on external stakeholders while intranets are geared towards internal operations, making their purposes fundamentally different.

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.

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

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

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