# Introduction to Technology, Media and Telcom

*Correct answers are in bold.*

## Course Objectives

1. Name technology, media and telecommunications customers
2. Identify participants within the industry
3. Recall the industry segments
4. Recognize important executives within technology, media and telecommunications companies
5. Identify the broad challenges facing the industry

## Question #1

Course Objective Met: OBJ#4

**What is a typical responsibility of the Chief Operating Officer of a technology, media or telecommunications company? Select the best answer.**

**Operations**

Accounting

Regulatory compliance

Finance

## Question #2

Course Objective Met: OBJ#1

**What is another term for consumers in the media and entertainment industry? Select the best answer.**

Spectators

End users

**The audience**

Observers

## Question #3

Course Objective Met: OBJ#4

**Which executive manages the budgeting and planning functions within a technology, media or telecommunications company? Select the correct answer.**

**Chief Financial Officer**

General Counsel

Chief Operating Officer

Chief Executive Officer

## Question #4

Course Objective Met: OBJ#2

**Which company is considered a publisher? Select the correct answer.**

Movie production company

Advertising agency

Public television network

**Video game companies**

## Question #5

Course Objective Met: OBJ#5

**What is the convergence of transformative drivers such as technological advances and new business models within the technology, media and telecommunications industry? Select the correct answer.**

**Digital disruption**

Emerging technologies

Augmented reality

Developing technologies

## Question #6

Course Objective Met: OBJ#2

**Which term describes companies that provide a range of telecommunication services? Select the correct answer.**

**Communications service providers**

Multi system operators

Mobile service providers

Global media conglomerates

## Question #7

Course Objective Met: OBJ#5

**Which are the most important regulations impacting the technology, media and telecommunications industry? Select all that apply.**

**Content moderation**

**Anti-trust**

**Data protection**

Competitive accord

## Question #8

Course Objective Met: OBJ#3

**Which industry segment includes publishing, video games and music? Select the best answer.**

Advertising

Technology

**Media and entertainment**

Telecommunications

## Question #9

Course Objective Met: OBJ#5

**What factors are driving the ongoing increases in data traffic? Select all that apply.**

**Increasing internet usage by consumers**

**Expanding use of cloud computing**

**Growing number of connected mobile devices**

Maturing network infrastructure

## Question #10

Course Objective Met: OBJ#2

**Which do technology companies consider a channel partner? Select the correct answer.**

Ecommerce marketplaces

CSPs

Original equipment manufacturers (OEMs)

**Value added resellers (VaRs)**