

Final Exam Study Guide: MGMT 380b

E-Commerce: Chapters 1-14

PHP & MySQL Bible: Chapters 1-9, 11-13, 15-19, 24, 37-38

Wednesday, 8 May 2006, 7:50-9:50 a.m. in Rehn 17

E-Commerce

- Difference between e-Business & e-Commerce
- Differences between B2C & B2B e-Commerce
- 3-tier model of an e-Commerce system
- Layers of the TCP/IP protocol
- Use & definition of DNS
- Use & definition of URLs
- Primary factors to consider when creating a web page
- Difference between an HTML attribute's name and its value
- Tags used to create a web page
- How to create an ordered (numbered) and unordered list
- Differences between relative and absolute links
- How to insert an image into an HTML document
- How to define a table cell
- Use of the colspan & rowspan attributes in a table
- Different types and purposes of HTML input elements
- Purpose of RDBMS
- 3 security requirements for electronic commerce, their definitions, and methods for implementation
- 2 basic principles of encryption
- Difference between public & private key encryption
- Types & purpose of firewalls
- Purpose & functions of SSL
- Payment methods
- E-Commerce system design process
- B2B business models
- Forward vs. reverse auctions
- Traditional advertising media
- Internet advertising techniques
- Origin of term Spam
- Search engine optimization techniques
- Generalized vs. targeted advertising methods
- How to create an HTML table with a specific layout

PHP

- Why PHP?
- How to "escape" into PHP mode
- Including external files
- Case-sensitivity within PHP
- Proper expression syntax
- Statement blocks
- Comment syntax
- Variable format
- Variable scope
- Output constructs
- String evaluation
- 8 PHP data types
- If & Switch constructs
- For constructs
- Defining your own functions

- Function argument reference types
- Using variable argument specifications
- Why HTTP applications must pass values to each other
- Default method of passing data from <FORM> tags
- Differences between URLs and URIs
- How to create a URI
- Retrieving data sent to a PHP script via the GET method
- Advantages of GET vs. POST
- Problems with GET
- Other uses for GET URIs
- Advantages of POST vs. GET
- How data is sent to a script from an HTML document via the POST method
- PHP "Superglobal" arrays
- Advantages of databases vs. flat files
- Main types/categories of databases supported by PHP
- What are ODBC and JDBC?
- What language is used for communicating with databases
- What 4 SQL statements are used for manipulating data in databases
- What 3 SQL statements are used to modify the structure of a database
- How do you retrieve information from a database
- How do you select all of the fields in a database table
- How do you join multiple tables in a database
- How do you add records to a database table
- How do you modify records in a database table
- How do you ensure that only the specified records are modified in a database table
- How do you remove records from a database table
- What are the acceptable relationships between tables available in a RDBMS
- How do you give the appropriate privileges to users in a RDBMS
- How do you connect to, query, and display the results of a MySQL query using PHP
- How do you properly craft input fields in an HTML form to be processed by PHP
- How do you create a "self-submitting" form in PHP
- How should you connect to multiple databases on the same server
- How do you best distribute the workload between PHP and the RDBMS
- What PHP functions should be used for creating and retrieving MySQL queries from form input
- How do you initiate sessions and store/retrieve session variables
- Be able to write a PHP script that will receive form input, query a database based on that input, and print the results