

# Mid-Term Study Guide: MGMT 380b

**E-Commerce: Chapters 1-14**

**PHP Bible: Chapters 1-6**

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## **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