

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
Relative speeds of different Internet access methods
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
Usage of a script in an HTML document
Different types and purposes of HTML input elements
Purpose of a "Cookie"
Purpose of RDBMS
Common SQL commands & their usage
Ways to track session information in web applications
3 security requirements for electronic commerce, their definitions, and methods for implementation
2 basic principles of encryption
Difference between public & private key encryption
Application of IPsec
Types & purpose of firewalls
Purpose & functions of SSL
The 4 C's payment methods
Alternative payment methodologies
Benefits of e-Retailing (from the Customer's perspective)
Features of e-Retailing websites
E-Commerce system design process
B2B business models
Types of e-Services
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 field type(s) can be used in MySQL for tracking insert and update times
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
Why can sessions, cookies, and headers pose problems when writing PHP scripts
Applications well-suited for JavaScript
How to use the mail() function
Applications for the mail facilities in PHP
Be able to write a PHP script that will receive form input, query a database based on that input, sort and print the results