

# Quiz #1 Study Guide: MGMT 380b

## **E-Commerce: Chapters 1-14** **25 September 2006**

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  
Different types and purposes of HTML input elements  
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  
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