

Final Exam Study Guide: MGMT 380b

E-Commerce: Chapters 1-14; HTML; Strategic Information Systems; Software Development Methodologies; Programming Languages; PHP 1-9

9 May 2007: 11:00 a.m. – 12:50 p.m.

This is an open-book, open-note exam. You may bring in any printed materials, but you cannot use the computer or any other electronic media for any reason during the exam.

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
- 3 security requirements for electronic commerce, their definitions, and methods for implementation
- 2 basic principles of encryption
- Difference between public & private key encryption
- 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
- Forward vs. reverse auctions
- Traditional advertising media
- Internet advertising techniques
- Origin of term Spam
- Search engine optimization techniques
- Generalized vs. targeted advertising methods

HTML

- 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
- 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
- PHP "Superglobal" arrays
- Forced variable interpolation in strings
- The string concatenation operator(s)
- How to calculate the number of characters in a string
- How to compare 2 strings and use the results in a condition statement
- How to clean whitespace characters from the beginning and ending of a string
- How to create an array
- How to assign a value to an element in an array
- How to find the number of elements in an array
- How to walk/loop through each element in an array
- Differences between different array sorting functions

Strategic Information Systems

- Porter's Value Chain
- Examples of types of Strategic Information Systems
- Difference between Strategic Advantage and Strategic Necessity
- Roles for planning and development of Strategic Information Systems

Software Development Methodologies

Attributes of good software

3 general types of software development methodologies

4 steps in the SDLC

"Most important" phase in the SDLC to reduce costs and improve quality

What is a stakeholder?

Examples of Agile development methodologies

Primary facet of Agile methodologies

Programming Languages

Most important problem in computer programming

How to increase programmer productivity

What is the "best" programming language?

Attributes of good programming languages

First computer programmer

Discoverer of first computer "bug"

Programming language genealogy

Benefits of PHP

Benefits of ASP