Mid-Term Study Guide: MGMT 380b

E-Commerce: Chapters 1-14; HTML; Strategic Information Systems; Software Development Methodologies

7 March 2007

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

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