

Quiz #2 Study Guide: MGMT 380b

E-Commerce: 4-14; Strategic Information Systems; Software Development Methodologies
2 March 2006

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

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

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

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