

1. List the main types of e-commerce

The main types of e-commerce are Business-to-Consumer (B2C), Business-to-Business (B2B), and; Consumer to Consumer (C2C)

2. What is cloud computing?

Cloud computing is internet-based computing in which large groups of remote servers are networked to allow the centralized data storage, and online access to computer services or resources. Clouds can be classified as public, private or hybrid

3. What is Web 2.0? Give examples of Web 2.0 sites

Web 2.0 is a set of applications and technologies that allows users to create, edit, and distribute content; share preferences, bookmarks, and online personas; participate in virtual lives; and build online communities. In other words, Web 2.0 is the set of new, advanced applications that have evolved along with the Web's ability to support larger audiences and more involved content. Examples: Face book, Pinterest, Twitter, YouTube, Instagram , Wikipedia, Stumble Upon, Tumblr, and Word Press

4. Name the three key points of vulnerability in e-commerce environment.

They are: 1. Client 2. Server 3. Communications pipeline (Internet communications channels)

5. What is e-commerce? How does it differ from e-business?

E-commerce involves digitally enabled commercial transactions between and among organizations and individuals. Digitally enabled transactions include all those mediated by digital technology, meaning, for the most part, transactions that occur over the internet, the web and/or via mobile apps. Commercial transactions involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products or services .

E-business refers primarily to the digital enabling of transactions and processes within a firm, involving information systems under the control of the firm. For the most part, e-business does not involve commercial transactions across organisational boundaries where value is exchanged.

7. What is the business model and revenue model ?

BUSINESS MODEL is the plan implemented by a company to generate revenue and make a profit from operations. The model includes the components and functions of the business, as well as the revenues it generates and the expenses it incurs

8. What is the Forms of Online Advertisements.

Display ads - Rich media- Video ads- Search engine advertising

Mobile and local advertising- Social network advertising: social networks, blogs, and games- Sponsorships-Referrals-E-mail marketing- Online catalogs

9. Write the full forms of the following:

- a. CGI Common Gateway Interface
- b. ASP: Active Server pages
- c. FTP : File Transfer Protocol
- d. URL: Unique server locator
- e. TCP/IP: Transmission Control Protocol/Internet Protocol
- f. ISP: Internet Service Provider

10. What is the top concern of Internet users about purchasing online?

The top concern of Internet users about purchasing online is the inability to see and touch before buying.