

Q1- What do you understand by SWOT. Using SWOT analysis describe the Strength , Weakness , Opportunities and threat of company which you know closely. Please use the diagram as well as references.

SWOT is powerful technique to understand the Strength and Weaknesses, and figure out Both – The Open Opportunities - The Threats we could face.

This is the SOWT analisys for moujod EST. www.moujod.com

<p>Strength:</p> <ul style="list-style-type: none">- Powerful and experienced team- The only website specialist with selling genuine perfumes and cosmetics- Good Relationship with vendors	<p>Weakness:</p> <ul style="list-style-type: none">- Low budget.- New at the Market
<p>Opportunities:</p> <ul style="list-style-type: none">- The growth of E-Market in KSA- Civil works in Riyadh will increase The E-commerce in it- Open Branches in GCC	<p>Threats:</p> <ul style="list-style-type: none">- Big E-Commerce website have more powerful marketing- Can sell lower prices.

Q2- Discuss most important factors for successful E-Commerce site designing.

- 1- Platform and Theme: Choosing the suitable platform is the most important step you need to do to build a sales-driven e-commerce site.
Themes also play a vital factor in the success of an e-commerce website. A good theme should support a complex but clear structure, and the user-friendly interface of a website.
- 2- Search Engine Optimization (SEO): Search Engine Optimization helps to show up when someone searches for a merchandise, and therefore increases the visibility, the higher the website rank on the search results page, the more potential customers are reached.
- 3- Website Content: The Information must be Up-To-Date and helpful, Clear, detailed and easy to understand.
avoid any possible misunderstanding, and appear visibly on your main site.
- 4- Check-out Process:
Don't "challenge" your clients with a long and confusing check-out process. No one likes to go through pages and pages before reaching the confirmation section. According to a survey by The Big Picture, 11% of buyers abandon their shopping cart because of a complex check-out process. The more complicated a check-out process you make, the higher the risk of losing a customer will be.

Q3- Discuss Two tier and Multi-Tier E-Commerce architecture.

Two-tier architecture: In two-tier client-server architecture the user interface runs on the client and the database is stored on the server. The business application can run on the client or the server. The user application could be run on client or the server. It allows the client processes to run separately from the server processes on different computers. The client processes provide an interface for the customer that gather and present the data on the computer of the customer. The server processes provide an interface with the data store of the business. This part of the application is known as data layer. The business logic, which validates data, monitors security and permissions and performs other business rules, can be kept either on the client or the server. The following Figure shows the outline of the two-tier architecture.

Multi-Tier architecture: Where still have the user interface but the server side (data base and the application) can be found on more than two tiers, Each Server/ servers is reasonable for particular process (database – security – Search engine and so on)

Q4- What is good E-Commerce security ? Discuss three key points of vulnerability in e-commerce environment.

We can achieve highest degree of security by:

- Using New technologies
- Organizational policies and procedures
- Industry standards and government laws

Three key points of vulnerability:

- Client: The client can disclosed his information, our his device can be Hacked.
- Server: Not secure enough servers can vulnerable, Damage and stole the data stored in it.
- Communications channel: many attacks can be done by spying the communications channels like Man on the Middle attacks and others.

Q5- What is the difference between hacking and cyber war?

Hacking is an attack from hacker to end user or organization or between two organizations, but in cyber war it is an attack between nations

Both happened for the same purpose (stealing – spying – destroying) information.

But and cyber war the damages can effect a whole nation, many countries invest big amounts on cyber war Parallel with army investment they realize that it is not lees important than the normal war.