

Revision

CH1

What is the difference between e-business and e-commerce ?

E-commerce

Digitally enabled commercial transactions between and among organizations and individuals

E-business

Digital enabling of transactions and processes within a firm, involving information systems under firm's control

List the eight unique features of e-commerce technology ?

1. Ubiquity
2. Global reach
3. Universal standards
4. Information richness
5. Interactivity
6. Information density
7. Personalization/customization
8. Social technology

List and explain the types of e-commerce?

The main types of e-commerce are:

Business-to-Consumer (B2C): in which online businesses attempt to reach individual consumers;

Business-to-Business (B2B): in which businesses focus on selling to other businesses; **Consumer to**

Consumer (C2C): which provides a market in which consumers can sell goods to each other.

Mobile e-commerce (m-commerce): which refers to the use of wireless digital devices to enable Web transactions

Social e-commerce: which is commerce enabled by social networks and online social relationships.

Local e-commerce: which is e-commerce that is focused on engaging the customer based on his or her geographical location.

CH2

List and define the eight key elements of a business model?

1. Value proposition
2. Revenue model
3. Market opportunity
4. Competitive environment
5. Competitive advantage
6. Market strategy
7. Organizational development
8. Management team

List primary revenue models used by the e-commerce firms ?

1. Advertising revenue model
2. Subscription revenue model
3. Transaction fee revenue model
4. Sales revenue model
5. Affiliate revenue model

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CH4

What are the Five major steps of systems development life cycle "SDLC"?

1. Systems analysis/planning
2. Systems design
3. Building the system
4. Testing
5. Implementation

What is the most important management challenges when building an e-commerce site?

- Developing a clear understanding of business objectives
- Knowing how to choose the right technology to achieve those objectives

CH5

What are three key points of vulnerability in e-commerce environment?

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

List the most common security threats in the e-commerce environment?

1. Malicious code
2. Potentially unwanted programs (PUPs)
3. Phishing
4. Hacking
5. Cybervandalism
6. Data breach
7. Credit card fraud/theft
8. Spoofing (Pharming)
9. Spam (junk) Web sites
10. Denial of service (DoS) attack
11. Distributed denial of service (DDoS) attack
12. Sniffing
13. Insider attacks
14. Poorly designed server and client software
15. Social network security issues
16. Mobile platform security issues
17. Cloud security issues

Explain the various types of Malicious code?

Viruses: is a computer program that has the ability to replicate or make copies of itself, and spread to other files.

Worms: worm is designed to spread from computer to computer. A worm does not necessarily need to be activated by a user or program in order for it to replicate itself.

Trojan horses: The Trojan horse is not itself a virus because it does not replicate, but is often a way for viruses or other malicious code such as bots or rootkits (a program whose aim is to subvert control of the computer's operating system) to be introduced into a computer system.

Drive-by downloads: is malware that comes with a downloaded file that a user intentionally or unintentionally requests.

Backdoors: A backdoor is a feature of viruses, worms, and Trojans that allows an attacker to remotely access a compromised computer.

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Bots, botnets: **Bots** (short for robots) are a type of malicious code that can be covertly installed on your computer when attached to the Internet. Once installed, the bot responds to external commands sent by the attacker, The computer becomes a “zombie” and is able to be controlled by an external third party .

Botnets are collections of captured computers used for malicious activities such as sending spam, participating in a DDoS attack, stealing information from computers, and storing network traffic for later analysis.

Threats at both client and server levels: At the server level, malicious code can bring down an entire Web site, preventing millions of people from using the site. Much more frequent malicious code attacks occur at the client level, and the damage can quickly spread to millions of other computers connected to the Internet.

List the six key dimensions to e-commerce security?

1. Nonrepudiation
2. Authenticity
3. Availability
4. Integrity
5. Privacy
6. Confidentiality

CH6

What are the stages in consumer decision process?

- Awareness of need
- Search for more information
- Evaluation of alternatives
- Actual purchase decision
- Post-purchase contact with firm

What are the different between big ticket items and small ticket items ?

Big ticket items

- Travel, computer hardware, electronics
- Consumers now more confident in purchasing costlier items

Small ticket items (\$100 or less)

- Apparel, books, office supplies, software, etc.
- Sold by first movers on Web
 - Physically small items
 - High margin items

What are the most important factors shaping decision to purchase online?

Utility:

Better prices, convenience, speed

Trust:

- Asymmetry of information can lead to opportunistic behavior by sellers
- Sellers can develop trust by building strong reputations for honesty, fairness, delivery.

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List the main element multi-channel marketing plan?

- Web site
- Traditional online marketing: Search engine, display, e-mail, affiliate
- Social marketing: Social networks, blogs, video, game
- Mobile marketing: Mobile/tablet sites, apps
- Offline marketing: Television, radio, newspapers

What are the different types of segmentation?

- Behavioral
- Demographic
- Psychographic
- Technical
- Contextual
- Search

Define the following:

Business model

Set of planned activities designed to result in a profit in a marketplace

Business plan

Describes a firm's business model

Business Strategy

Plan for achieving superior long-term returns on the capital invested in a business firm .

Value proposition

Defines how a company's product or service fulfills the needs of a customer.

Internet

Interconnected network of thousands of networks and millions of computers that links businesses, educational institutions, government agencies, and individuals,

World Wide Web (Web)

One of the Internet's most popular services and provides access to Web pages,

Packet switching

A method slices digital messages into packets.

Domain name system (DNS)

Allows numeric IP addresses to be expressed in natural language

Uniform resource locator (URL)

Address used by Web browser to identify location of content on the Web

Intranet

TCP/IP network located within a single organization for communications and processing

Extranet

Formed when firms permit outsiders to access their internal TCP/IP networks

Viral marketing

is the process of getting customers to pass along a company's marketing message to friends, family, and colleagues.

ALL THE BEST

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