

## Chapter 1:

- 1) Define the term e-business and e-commerce. And explain the difference. And what is the key factor in determining if a transaction is "commerce"?
- 2) Identify the eight unique key features of e-commerce technology.
- 4) What is a first mover? Why was being first mover considered to be important during early years of e-commerce?
- 5) List and explain main types of e-commerce.

## Chapter 2:

- 1) Define and describe the transaction broker business model and discuss the eight components of the business model for this type of B2C firm.
- 2) Define organizational development and describe its importance in relation to the implementation of a business plan and strategy
- 3) Define the term industry structure and discuss the ways the Internet and e-commerce have changed the five forces that characterize industry structure
- 4) Define value chain and explain the difference between a firm value chain, an industry value chain, and a value web.

## Chapter 3:

- 1) What is Internet? What are the three basic building blocks of the Internet?
- 2) What is latency?
- 3) What is Client/server computing?
- 4) What is Optical Fiber Cable?
- 5) What is Cloud Computing?
- 6) Identify and describe the types of ISP service, along with the Internet connection methods, in use today.
- 7) Explain how the Internet and the Web make e-commerce possible. Briefly discuss at least six features or services that support e-commerce.

## Chapter 4:

- 1) Define the systems development life cycle and discuss the various steps involved in creating an e-commerce site.
- 2) Why is system testing important? Define Unit, system and acceptance testing.
- 3) What are the main factors to consider when choosing the best hardware platform for your Web site?
- 4) Discuss advantages & Disadvantages of building a site in house.

- 5) Disadvantages of outsourcing
- 6) What are the eight most important factors impacting Web site design, and how do they affect a site's operation?

## Chapter 5

- 1) Give an example of security breaches as they relate to each of the six dimensions of e-commerce security. For instance, what would be a privacy incident?
- 2) Name the major points of vulnerability in a typical online transaction. Identify the key security threats in the e-commerce environment.
- 3) The most common and most damaging forms of security threats to e-commerce sites
- 4) Why is adware or spyware considered to be a security threat?
- 5) Explain some of the modern-day flaws associated with encryption. Why is encryption not as secure today as it was earlier in the century?
- 6) Identify and discuss the five steps in developing an e-commerce security plan.
- 7) Explain the difference between symmetric key encryption and public key encryption. Which dimensions of e-commerce security does encryption address?