BSc (Hons) Business Information Systems

BIS 2113 – E-Commerce and the Internet

Examinations for 2002-2003 / Semester 1

Duration: 2 Hours + 10 minutes Reading Time

Instructions to Candidates:

1. The Examination paper consists of five questions and four pages including this one.

2. The examination paper consists of two sections: section A and section B.

3. Answer ALL questions from section A and ONE question from section B.

4. Questions may be answered in any order but your answers must show the question number clearly. Always start a new question on a fresh page.

5. All questions do not carry equal marks.

6. The Total Marks: 100.
SECTION A

Answer ALL questions from this section

Question 1 [24 Marks]

(a) What is the main objective of the File Transfer Protocol (FTP) application? (5 marks)

(b) Why is the World Wide Web (WWW) becoming so popular so quickly? (5 marks)

(c) Explain the importance of Transmission Control Protocol (TCP) to operate on top of Internet Protocol (IP). (4 marks)

(d) What are web clients and web servers? (6 marks)

(e) Name two protocols that an electronic mail program might use to send and receive mail. Describe the advantages of each protocol. (4 marks)

Question 2 [30 Marks]

(a) What are the key objectives an organization should have for its Website? (5 marks)

(b) Describe the conditions under which a Website can hope to become profitable if it relies exclusively on advertising revenue. Secondly provide an example of a company that is using the advertising-supported model and that is likely to be successful in the long run. (7 marks)

(c) Write a brief paragraph in which you describe two Web design mistakes that firms often made when they created their first Web sites in the mid-1990s. (6 marks)

(d) What is E-mail marketing and explain how it works. (5 marks)

(e) What do you understand by the term “web branding on the web”. Hence what is affiliate marketing? (7 marks)
Question 3 [30 Marks]

(a) What is an open Electronic Data Interchange (EDI)? (4 marks)

(b) Describe two important measures of a website’s performance. (6 marks)

(c) Write short notes on any two web server software. (8 marks)

(d) Explain why Web sites use cookies. What problem do cookies solve? What does a cookie contain? How large are cookies and where are they stored? (8 marks)

(e) What is Secure Electronic Transaction (SET)? What is the primary benefit of SET over Secure Socket Layers (SSL)? (4 marks)
SECTION B

Answer ONE question from this section

Question 4 [16 Marks]

(a) Given that the array *fname* contains the following names

"Nirvana", "UB40", "R. Martin", "C. Dion", "Garou" and "C. Francois".

Write a program in Java Script and using the "length" method to display all except the two last names on separate lines on a web page. (8 marks)

(b) Write a program in Java Script that will input the value of *x* from an input box and calculate the value of *y*. Note that

\[ y = x^2 - 5 \text{ if } x > 10. \]

The result should be displayed on a web page. If *x* is less or equal to 10 the program should be able to give a warning message. (8 marks)

Question 5 [16 Marks]

Write a program in Active Server Page (ASP) to display the number of time a visitor has visited a web page. You should make use of a *response.cookies* command. (16 marks)

End of Exam Paper