

Lesson 2 Review

1. What are the two branches of intellectual property and what do they cover?

2. How does copyright law apply to material published on the Internet?

3. In what way does trademark law apply to the Internet and electronic publishing in the United States?

4. In what way does patent law apply to software, including applications distributed through the Internet?

5. In what way can an online provider be exempted from liability for copyright infringement?

6. What is the current legal situation in the United States regarding taxes being levied on interstate Internet purchases?

7. In the United States, what is the requirement for a state court to have jurisdiction over a non-resident party?

Lesson 3 Review

1. How does Web marketing create a more personalized approach than radio or television advertising?

2. Why is the risk of introducing a new product online lower than it is for a business with a physical store?

3. Why do moderately priced products sell better online than very expensive or very inexpensive products?

4. Why do marketers rely on demographic statistics?

5. What is psychographics and how do marketers rely on it?

Lesson 4 Review

1. Why is the number of hits a Web site receives a poor guide to measuring Web site visitor traffic?

2. How does the increased availability of broadband Internet affect banner ad size?

3. What is a rate card?

4. Why are tracking services useful?

5. How should you choose another online business with which to exchange banners?

6. How can you most effectively register your site with the major search engines and directories?

Lesson 5 Review

1. What are the four usability-related goals of an e-commerce site?

2. Why might providing too much information on a Web page hinder users?

3. How can a site provide a large amount of information without hindering usability?

4. Under what circumstances would an e-commerce site not need a shopping cart?

5. You analyze the click pattern of a site and determine that two pages are never visited. What are two possible actions based on these results?

6. Why would a Web site need subcategories?

Lesson 6 Review

1. How does e-mail help an online merchant provide good customer service?

2. What drawbacks are associated with using e-mail for customer service?

3. How do e-mail customer service and Web forms for customer service differ?

4. How is chat used for online customer service?

5. What kind of information is displayed on a FAQ page?

6. What self-service methods let users perform keyword searches to locate qualifying information?

Lesson 7 Review

1. How does a B2B model compare with a B2C model?

2. What are the components of an EDI message?

3. Why is EDI use increasing with the rise in e-commerce?

4. How does EDI's adaptation for Internet use affect its potential use?

5. What are the key features of OTP?

6. Describe a supply chain.

7. In the context of an Internet marketplace model, what are industry consortia?

8. How can a company use EDI for automated transactions without implementing an EDI application internally?

Lesson 8 Review

1. How does ease of client-side software use affect the selection of an e-commerce package?

2. What is an advantage of using a portal (community) storefront?

3. Why is a mid-level instant storefront package best suited to an experienced or established online business owner?

4. What customization features available with mid-level storefront packages can help build community and generate demand?

5. What hosting requirements must you consider when evaluating a mid-level or high-level offline package?

6. How does your payment gateway choice affect the e-commerce packages from which you can choose?

Lesson 9 Review

1. What is the chief task of a Web server?

2. What are the differences in how a Web server runs on Linux and on Windows Server 2003 systems?

3. What is the function of Active Server Pages (ASP)?

4. What is a LAMP-based solution?

5. What is the primary drawback of using unique IP addresses to identify multiple Web sites on a Web server?
