

Cork Institute of Technology

Bachelor of Science in Computing in Information Technology Support – Award

(KITSU_7_Y3)

Summer 2008

eCommerce

(Time: 3 Hours)

Answer any **FOUR** questions

Examiners: Mr. A. Mc Gibney
Mr. J. Greenslade
Mr. J. Walsh

Q1. Tina Cloggs has operated a shop specialising in designer shoes in Cork for the past year. Shoes are sold at the shop itself and through the shop's website. While Tina has enjoyed a steady increase in sales through the shop, particularly with repeat customers, online sales have not reached Tina's expectations. The number of unique visitors is modest but acceptable for a new online presence: however the conversion rate is worryingly small. You have been asked by Tina Cloggs to suggest reasons why the conversion rates have been small, to suggest ways to convert visitors into buyers, and to suggest affordable methods of advertising the website online. (25 Marks)

Q2. (a) Describe the following terms relating to the security of data transmissions

(i) Public key encryption

(ii) Digital signature

(iii) Digital certificate

(15 Marks)

(b) Google © is the world's most popular search engine. Google© offers many business services including advertising and marketing services. Describe Google's AdWords© and AdSense© (10 Marks)

Q3. (a) What are cascading style sheets (CSS)? List two reasons why web site developers use cascading style sheets. Write a cascading style sheet file that defines:

Item	Font Colour	Font	Background Colour
Class called M_Title	Blue	Arial	-
List item	Black	Verdana	Green
Heading 1	Red	Courier New	White

Write HTML that demonstrate demonstrates how these might be used (13 Marks)

(b) An e-Shop is one model of an online business, where customers may purchase goods and services online. Describe three other models of an online business, including the advantages to both customer and merchant. (12 Marks)

Q4. (a) List 6 reasons why usability is important for eCommerce websites (6 Marks)

(b) Define the following commonly used terms in eCommerce

(i) HCI

(ii) Client side scripting (4 Marks)

(c) Write the HTML to produce the following table

C128	Monday	Tuesday	Thursday	Friday	Saturday	Sunday
9.00 – 10.00	ITS3		COM	DCom1		CLOSED
10.00 – 11.00	MM	L	MC			
11.00 – 1.00	M	ROOM IS FREE			ITS3	

(15 Marks)

Q5. You are the Chief Information Officer (CIO) of a medium sized organisation that manufactures entry-level digital cameras to be sold in a variety of supermarkets in Ireland. Write a report for the Board of Management of your organisation highlighting the benefits and risks of implementing and using EDI. (25 Marks)

Q6. (a) Write the HTML code to create the following webpage. Give the form elements names as they will be used in part b.

Do some Maths!

Value One	<input checked="" type="radio"/> Plus <input type="radio"/> Subtract <input type="radio"/> Multiply <input type="radio"/> Divide	Value Two	<input type="text"/>	<input type="button" value="Equals"/>	Result	<input type="text"/>
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(10 Marks)

(b) Write a JavaScript function that can be used in the webpage created in part a. The function needs to extract the values from the form and using a switch statement execute the selected operation (plus, subtract, multiply or divide). The result should be placed in the result text field on the right. You must validate data input and report any errors (including divide by zero).

Write the HTML code to demonstrate the use of the function. (15 Marks)