

Closed book. No notes. 10 AM time limit. This exam is worth 10% of your grade (100 points out of 1000).

For each question, using the paper provided, start a fresh sheet. Leave a reasonable margin, a half inch (1 cm) or more. Write the number of the question in the upper left corner of the front of the sheet. Draw a circle around the number. You can also write out or abbreviate the question, but it is not required. On the BACK of the sheet, write your seven-digit BYUH student ID number in the upper right corner (straight through from the question number). I want to grade your answers without knowing whose paper it is, and compile your score after all grading is done. Then I will look up your name on my roll sheet.

HARSH PENALTIES: Keep your answer within one side of one sheet of paper. I will cross out and disregard any parts of the answer that are written on the back of the sheet. I will disregard any answers other than the first one on a sheet. That is, if you answer (1) and (2) on the same sheet, I will only count the first one. I will disregard any page that has your name written on it (unless the problem says it is okay to write your name). I will take ten points off your total grade if you use staples or tear the paper in any systematic way. The pages must be totally separate and neat.

You have 18 minutes per problem. Cover the most important things in the space allowed. Pretend you are answering the question in a job interview and the interviewer is listening intently.

Generally you get points for saying things that are relevant (supportive) and true. Usually the more things you mention, the more points you get, up to some maximum. You can lose points for saying things that are irrelevant or false. Repeating yourself or saying something in a long way instead of a short way does not improve your score. Write clear, complete sentences. I grade each question on its own curve. Sloppiness is penalized 10% or so.

1/10p. Discuss cookies.

2/10p. Your web company from this class is worth 100 shares of stock. Divide the shares fairly among your team based on your perception of the size and importance of each person's contribution. Tell why you did it that way. You can identify yourself without penalty.

3/10p. Why do so many dot-com businesses fail?

4/10p. What did you learn by actually running a real server? Was doing it worth the extra work as compared to just talking about it?

5/10p. Discuss SSL, SSH, and Certificates in the context of eCommerce.

6/10p. What is session data, why is it important, and how should it be maintained?

7/10p. Discuss html.

8/10p. Explain the MBTI. What type are you? What does that mean? How do you feel about personality stereotyping?

9/10p. Should customers have a password to view their account information? If so, what if they forget?

10/10p. Is eCommerce more like 7-11 (convenience) or WalMart (discount)? Explain.

Total points 100.

Answer Key (points per line)