

MASTER DIPLOMA EXAM QUESTIONS 2021/2022

E-BUSINESS AND DIGITAL MARKETING

- 1. E-business and E-commerce: definitions and types**
- 2. Advantages and disadvantages of E-commerce**
- 3. Major B2C business models: E-tailer, community provider, content provider, transaction broker, market creator, service provider, portal**
- 4. Major B2B business models: E-distributor, E-procurement, exchanges (B2B hubs), industry consortia, private industrial networks**
- 5. Electronic payment system (EPS): notion and types**
- 6. Logistics for E-Commerce**
- 7. Security threats in the E-commerce environment**
- 8. Cybersecurity: notion and importance**
- 9. The Intrusion Detection System: characteristics and where is it applied?**
- 10. Channel-side attack: definition and examples**
- 11. Usage of social engineering for cyberattacks: characteristics and examples**
- 12. Digital marketing: notion and characteristics**
- 13. Display add marketing**
- 14. Affiliate marketing**
- 15. Viral marketing**
- 16. Social media marketing**
- 17. Lead generation marketing**
- 18. Mobile marketing**
- 19. Local and location-based mobile marketing**
- 20. Content marketing strategy**
- 21. Direct marketing strategy and planning**
- 22. Search Engine Optimization and marketing**
- 23. Customer Relationship Management: notion, importance and benefits**
- 24. Multichannel vs omnichannel marketing**
- 25. Legal and ethical issues in E-commerce**