

E-Business Technologies

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Business Consultant Master 2009 summer term, written examination

Time: 90 minutes

Maximum points: 100

First name:	
Surname:	
Matr. Number:	
Points:	
Mark:	

1. What is the bandwidth of a telephone call? (2 points)

2. A optic communication system using fiber has a Bandwidth of 10GHz. How many bytes can you receive in every second? (6 points)

3. What is the difference between a twisted pair and a coaxial cable? (3 points)

4. Give the four main steps of data conversion from the microphone to the antenna in a mobile phone. (4 points)

5. Name three applications for UMTS (3 points)

6. How is it possible to detect errors during a data transmission using a hash code? (6 points)

7. A user requests the domain `www.hs-furtwangen.de`, describe the way, how the IP address is detected by the network layer? (6 points)

8. What is the MAC address. (2 points)

9. Describe a scheme to override burst errors. (9 points)

10. What protocol uses a client to receive information from the mailserver? (2 points)

11. Why do we need a CA for secure SSL sessions? (6 points)

12. Name 2 advantages and 2 disadvantages of AdSense. (4 points)

13. Draw the basic HTML tree. (6 points)

14. Facebook is often called a Web 2.0 website, give good arguments for this statement. (5 points)

15. What are the relevant parts of the AJAX technologie? (3 points)

16 What is Craigs List? (3 points)

17. Name two relevant digital payment methodes? (2 points)

18. What is a Bit-Torrent net (3 points)

19. Give the 3 types of charging methods used in digital payment. (6 points)

20. The price of data storage devices drops since 50 years. What type of trend is that and how can you present this in a graph? (6 points)

21. What do you need to use Google Docs? (4 points)

22. Give six different examples of internet marketing. (6 points)

23. What is the lock in effect in social web communities. (3 points)