



E-Commerce Developer

Module 1: Project Planning

1. During the last years, consumers have chosen the web for their purchases because of:

- a) The lowest price/the convenience of shopping/the shorter time to make a purchase /the purchasing power 24 hours in a day and seven days a week.
- b) The possibility for cross-border purchases/the certainty of legal rights and guarantees/the web reliability/the greater variety of products/services/the easy use of websites.
- c) All mentioned above.

2. The factors that PEST Analysis includes are:

- a) Political, Economic, Social and Technological.
- b) Political, Ethnical, Social and Technological.
- c) Psychographic, Environmental, Social and Threats.

3. SWOT Analysis is a structured planning method used to evaluate the:

- a) Social, Weather, Orientation and Technological.
- b) Sustainability, Weaknesses, Organisation and Threats.
- c) Strengths, Weaknesses, Opportunities and Threats.

4. The crisis management process includes several steps. Please bring the following in the right order by indicating which step is first, second, etc. (tick all correct answers)

First step	Second step	Third step	Fourth step	Fifth step	Sixth step	Seventh step
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Choose a recognisable domain.



First step	Second step	Third step	Fourth step	Fifth step	Sixth step	Seventh step
Choose an appropriate e-commerce platform.						
Set up payments.						
Add products.						
Design your store.						
Look after SEO and analytics.						
Test the checkout.						

Module 2: Risk Management for e-Commerce Developers

1. Which is the correct definition of Risk Management: *

- a) It is the process responsible for managing the lifecycle of all problems that happen or could happen in an IT service.
- b) It is a collective term for all approaches to preparing and supporting individuals, teams and organisations in making organisational change.
- c) It is the identification, evaluation and prioritisation of risks followed by coordinated and economical application of resources to minimise, monitor and control the probability or impact of unfortunate events.

2. What is the correct Risk Analysis process: *

- a) Identification, Description, Estimation, Evaluation.
- b) Estimation, Evaluation, Description, Identification.



- c) Description, Identification, Evaluation, Estimation.

3. Which of the following is NOT a Risk Analysis method:

- a) Business impact analysis.
- b) Market survey.
- c) Brainstorming.

4. Which ones belong to potential risks for e-commerce developers? (tick all correct answers)

- a) Hacker gaining unauthorised access.
- b) Equipment failure.
- c) Software problem-caused system failure
- d) Delay in supplier chain.
- e) Loss of responsible key person.
- f) Lack of trust between organisation and customer.
- g) Data loss.

Module 3: Problem Management for e-commerce Developers

1. Reactivity and proactivity are both characteristics of: *

- a) Change management.
- b) Incident management.
- c) Problem management.

2. The “five whys” are a useful tool in problem management, as they:

- a) ...help to find the real root cause of a problem.
- b) ...help to develop a solution to the problems.
- c) ...help to understand the customer expectations.
- d) ...help to improve online reputation of the organisation.



3. Why are documentation standards relevant in problem management?:

- a) Documentation standards look more professional and make a better impression.
- b) They help to create efficient documents and build up a knowledge base for supporting future problem management.
- c) Documentation standards are an EU quality requirement.

Module 4: Technical Basics

1. What are relevant characteristics for an appropriate domain name?

- a) Extravagant name.
- b) Short name.
- c) Easy to remember.
- d) Use of special characters to make the name unique.
- e) Avoided letter replacements.
- f) Relevant to your brand name and niche.

2. Which characteristic belongs to which web hosting solution? (tick all correct answers)

	Shared Web Hosting	Dedicated Web Hosting	VPS Hosting	Collocated or Reseller Hosting	Cloud Hosting
Server used by only one client.					
Server used by many clients: individuals or businesses					
Several servers are connected to each other					



Shared Web Hosting	Dedicated Web Hosting	VPS Hosting	Collocated or Reseller Hosting	Cloud Hosting
for storing data.				
Server is used by only one client and physically located in a data center.				
Usage of your own server				

Module 5: Technical Development and Adaptation

1. How can the function of an e-shop be divided:

- a) A. Front-End / Back-End.
- b) B. High-End / Down-End.
- c) C. Good-End / Bad-End.

2. Which of the following is a Front-End function:

- a) Sales support.
- b) Customer management.
- c) Online catalogue.



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3. Which characteristic belongs to the operator model and which to the partner model? (tick all correct answers)

	Operator model	Partner model
Seller pays for using the partner's infrastructure.		
The organisation operates the e-commerce system itself.		
Seller uses a given e-commerce system.		
High level of e-Competence needed		
Seller profits from a huge group of possible customers.		

4. Which components need frequent testing? (tick all correct answers)

- a) Homepage/Hero Image.
- b) Search Function.
- c) Shopping Cart.
- d) Order cancelling and changing.