

San Diego State University
Imperial Valley Campus

MKTG 476
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Marketing, Computers, and the Internet
Spring, 2006

SAMPLE FINAL

Note: On the actual exam, you will be given approximately one half page to answer each question. You do NOT need to bring a blue-book.

Please select any 8 of the following 10 questions to answer:

1. One issue in search engine optimization is the text contained on relevant pages. Please discuss strategies for search engine optimization based on text content.
2. The appearance of web sites often differs between computers and web browsers—that is, a user with one setup may see something different from what a user with a different setup sees. Why does this occur and what are some possible remedies?
3. What is “*phishing*” and what are some possible remedies?
4. What are some remedies for *spam*?
5. How do *flat* and *relational* databases differ?
6. One of the factors that appear to heavily influence search engine rankings of sites is their *popularity*. What can be done to help improve this popularity?
7. Please discuss “anti-spam” algorithms used by *search engines*.
8. Speed is an important issue in web site design. What are some tradeoffs for speed of a site?
9. What is a “denial of service attack,” and what are its typical effects?
10. Within the context of computer security, what are *Trojan horses*, and what are their implications?