UNIVERSITY COLLEGE LONDON

University of London

EXAMINATION FOR INTERNAL STUDENTS

For the following qualifications :-

M.A.

M.A. Electronic Communication & Publishing: E2. Management Courses

COURSE CODE   :   **ELCP00E2**

DATE   :   **27-MAY-02**

TIME   :   **10.00**

TIME ALLOWED   :   **3 hours**

TURN OVER

E.2: Management aspects

Answer **TWO** questions.

1. What is metadata and why is it important? Choose one metadata system and discuss the implications of its introduction on the Web.

2. How does a gateway differ from a portal? What are the advantages and disadvantages of portals and gateways for specific types of users over generalized Web searching? Who is responsible for quality control on the Web?

3. What criteria might be used to decide if a piece of computer software could legitimately be described as an '(artificially) intelligent agent'? In what ways might such artificially intelligent agents be used in the context of the World Wide Web, and to what extent can the present generation of 'agent based' software be described as 'intelligent'?

4. You are responsible for an e-commerce Website for a UK-based company in the slow-moving consumer goods market (such as a bookseller). A significant portion of your business is ordered via the Web. A third or more of your Web-based customers are overseas, and goods are shipped internationally from a UK-based warehouse. Identify the risks the company faces in respect of its Internet operations and outline the planning necessary to anticipate and recover from an interruption caused by the failure (in any combination) of hardware, software or network connectivity. Your answer should also consider the risks posed by malicious attackers and operating errors.

5. The latest version of Microsoft's Media Player software creates a list of the digital songs and movies that you have played. This information would be accessible if your computer's security were breached. What are the implications for the security of data stored on your own computer, or transmitted over the Internet?

6. 'Many types of people today pose a threat to the operation of the Internet.' Discuss with particular reference to hackers.

END OF PAPER