

SESSION 07

E-Commerce Midterm Exam

Sessions 1-6 • Review • Exam Format • Preparation

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 6: Introduction to CMS



CMS Fundamentals

A CMS separates content from design — WordPress, PrestaShop, and Magento are the main platforms



Platform Comparison

WordPress (43% of web, free), PrestaShop (#1 in Morocco), Magento (enterprise), Shopify (SaaS)



Selection Criteria

Budget, technical skills, catalog size, and growth plans determine the best CMS choice



Morocco CMS

PrestaShop leads Morocco; WooCommerce growing fastest; both free and well-supported locally

Session Objectives

-  Review key concepts from Sessions 1 through 6 before the midterm exam
-  Understand the exam format, question types, and grading criteria
-  Consolidate knowledge of marketing evolution, e-commerce models, and platforms
-  Review hosting, domains, DNS, and CMS concepts covered in recent sessions
-  Prepare effectively for the midterm exam worth 20% of the final grade

Agenda: Sessions 1-3 Review → Sessions 4-6 Review → Exam Format → Morocco Focus → Preparation Tips

Sessions 1-3: Foundations

From marketing evolution to e-commerce models — these three sessions established the theoretical foundation for understanding how digital commerce works.



Session 1: Marketing Evolution

Traditional to digital marketing, connected consumer behavior, data-driven strategies, Morocco context



Session 2: Intro to E-Commerce

Definition, history (EDI to AI), ecosystem players, advantages vs. limitations, global trends



Session 3: E-Commerce Models

B2B, B2C, C2C, D2C — differences in audience, sales cycle, revenue, marketing, and Morocco examples

Key Concepts: Sessions 1-3



Understand both the theory AND be able to apply it to real-world Moroccan e-commerce scenarios

Numbers to Remember

\$6.3T

Market Size
Global E-Commerce

43%

of Websites Use
WordPress

73%

of E-Commerce
Is Mobile

60%+

Morocco Orders
Paid by COD

Sessions 4-6: Technical Foundations



**Session 4 /
Platforms**



**Session 5 /
Hosting & Domains**

**Technical
Foundations**



**Session 6 /
CMS**



**Applied /
Knowledge**



**These sessions covered the
practical tools and
infrastructure needed to
build an online store**

Sessions 4-6 in Detail

Session 4: Platforms

Proprietary vs. marketplace, Shopify vs. WooCommerce vs. PrestaShop, selection criteria

Session 5: Hosting

Shared, VPS, dedicated, cloud hosting — domain names, DNS, SSL, .ma vs .com strategy

Session 6: CMS

WordPress (43% of web), PrestaShop (#1 Morocco), Magento (enterprise) — features and comparison

Key Comparisons

Platform vs. marketplace, shared vs. VPS, open-source vs. SaaS — know the trade-offs



Morocco Technical Context

- Hosting from \$0-200 MAD/month, .ma domain 200-350 MAD/year
- PrestaShop leads Morocco, WooCommerce growing fastest
- Free SSL via Let's Encrypt, cPanel is standard
- Local agencies in Casablanca and Agadir offer setup services
- Morocco Digital 2030 funds SME digitization initiatives

Exam Format



Exam Weight

The midterm exam counts for 20% of your final grade — prepare thoroughly for maximum impact



Question Types

Multiple choice, short answer, and case study analysis — testing both knowledge and application



Scope

All content from Sessions 1 through 6 — readings pages 10 to 106 from the textbook



Exam Tips

Review session slides and key takeaways • Focus on Morocco-specific examples • Know the comparison tables • Understand trade-offs, not just definitions

Sample Exam Questions



Conceptual

Compare the advantages of B2B and D2C models for a Moroccan argan oil cooperative



Technical

Explain when a growing e-commerce store should upgrade from shared hosting to VPS



Applied

Recommend a CMS for a Moroccan fashion brand selling locally and internationally — justify



Morocco Context

Why does cash on delivery dominate in Morocco? What are the implications for e-commerce strategy?



Key Insight: The exam tests your ability to APPLY concepts, not just memorize them. Always connect theory to real-world Moroccan e-commerce scenarios.

Study Checklist by Session



Session 1

Marketing eras, traditional vs. digital, connected consumer, data-driven marketing, Morocco digital



Session 2

E-commerce definition, history, ecosystem players, advantages and limitations, global trends



Session 3

B2B, B2C, C2C, D2C models — characteristics, examples, platforms, and Morocco context



Session 4

Proprietary vs. marketplace, platform comparison, selection criteria, Morocco platforms



Session 5

Shared/VPS/dedicated/cloud hosting, domain names, DNS, SSL, .ma domains, Morocco hosting



Session 6

WordPress, PrestaShop, Magento, Shopify — features, comparison, selection, Morocco CMS market

Exam Day Guidelines



Duration

The exam duration will be communicated — manage your time across all sections carefully



Materials

Closed book — no notes, no devices; everything you need should be in your memory



Strategy

Read all questions first, start with what you know best, then tackle harder questions



Writing Tips

Be specific — use real examples (Jumia, Avito, PrestaShop) not vague generalities



Morocco Focus

Expect Morocco-specific questions — know COD, CMI, .ma domains, local platforms, and Digital 2030



Grading

Marks are awarded for accuracy, application of concepts, use of examples, and clear reasoning

Common Mistakes to Avoid



Vague Answers

Do not write general statements — always support with specific platforms, numbers, and examples



Confusing Models

B2B is not B2C — know the differences in audience, cycle length, value, and marketing approach



Ignoring Morocco

Always include Morocco context when relevant — COD, Jumia, Avito, MAD pricing, local hosting



Surface-Level Comparison

When comparing (e.g. WordPress vs PrestaShop), discuss trade-offs, not just feature lists



The best answers demonstrate understanding of WHY things work, not just WHAT they are

Exam Preparation — Key Actions

BENEFITS

- ✓ Re-read all session slides and key takeaways
- ✓ Review textbook pages 10 to 106
- ✓ Memorize key statistics and Morocco data points
- ✓ Practice comparing models, platforms, and CMS options
- ✓ Prepare Morocco-specific examples for every topic
- ✓ Understand trade-offs, not just definitions
- ✓ Form study groups to quiz each other on concepts

CHALLENGES

- ✗ Do not cram the night before — review over several days
- ✗ Do not memorize without understanding the logic
- ✗ Do not skip the textbook readings — exam draws from them
- ✗ Do not write generic answers — always be specific
- ✗ Do not forget Morocco context in your responses
- ✗ Do not panic — you have studied the material thoroughly
- ✗ Do not leave questions blank — partial credit is better than zero

Exam Review: Morocco Focus

20%

Midterm Weight
in Final Grade

1-6

Sessions
Covered

10-106

Textbook Pages
to Review

Morocco Review Points

- Jumia.ma is Morocco's leading B2C platform — know its role, model, and market position
- Avito.ma is Morocco's #1 C2C platform — 10M+ monthly visits, electronics and vehicles
- COD at 60%+ dominates because of low card penetration and trust issues with online payments
- Morocco Digital 2030 is the national strategy for accelerating digital transformation
- Know local hosting costs (50-200 MAD/month), .ma domains (200-350 MAD/year), and CMS choices

Final Preparation Strategy



1. Review Slides

Go through each session's key takeaways slide — these summarize the most important points



2. Read Textbook

Pages 10-106 from the core textbook — focus on concepts that overlap with session content



3. Practice Application

For each topic, ask: how would I apply this to a Moroccan e-commerce business?



4. Rest Well

Get a good night's sleep before the exam — a rested mind performs better than a crammed one

Quick Reference: Session Themes



Session 1: Marketing Evolution

Traditional to digital to data-driven — the connected consumer, digital channels, Morocco landscape



Session 2: E-Commerce Intro

Definition, \$6.3T market, ecosystem, advantages/limitations, global trends, Morocco \$1.8B+ market



Sessions 3-4: Models & Platforms

B2B/B2C/C2C/D2C models, platform comparison, proprietary vs marketplace, selection criteria



Sessions 5-6: Technical Stack

Hosting types, domains, DNS, SSL, CMS comparison (WordPress, PrestaShop, Magento), Morocco context



Key Takeaways

- 1 The midterm covers Sessions 1-6: marketing evolution, e-commerce definition, models, platforms, hosting, CMS
- 2 Exam format includes multiple choice, short answer, and case study — testing knowledge AND application
- 3 Always use specific examples: Jumia, Avito, WooCommerce, PrestaShop, .ma domains, COD, MAD pricing
- 4 Focus on trade-offs and comparisons — do not just list features, explain WHY one choice beats another
- 5 Prepare well, rest well, and apply what you have learned — good luck on the midterm exam!



Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*

Author: Pelet, Jean-Eric | **Publisher:** Dunod (2018)

Pages: 10 to 106

Access: <http://international.scholarvox.com>

Coming Up — Session 8

WordPress and the Plugin Ecosystem — After the midterm, we dive into WordPress architecture, themes, and essential plugins for building a professional e-commerce site.

Thank you | Questions? | See you next session!