EC Websites Development & Management
2007 Fall Final Examination
Duration: 4 hours

INSTRUCTIONS

This paper consists of 3 formal sections and a bonus section. You need to select *at least one and at most two* questions from each section in the formal sections. Each question carries 20 marks. Question 11 is a bonus question. The maximum bonus that you can get is 50. Your total marks will be scored in accordance with the following equation.

$$\text{Score} = \max\{100, \ (\text{Score in Sec. A} + \text{Score in Sec. B} + \text{Score in Sec. C} + \text{Score in Q11})\}.$$

SECTION A

Question 1

(a) Describe the definition of information systems and its relation with a company's business operation. [10 marks]

(b) Network technology, such as wireless LAN and Internet, is a part of the information technologies. Describe how business operation can be benefited from this technology. Give example if necessary. [10 marks]

Question 2

(a) With an aid of diagrams, describe in detail any 3 development approaches (other than waterfall model), and state their differences. [10 marks]

(b) If you are told to lead a team building the website for Institute of Electronic Commerce, which approach you will follow and explain *in detail* why. [10 marks]

Question 3

(a) Describe the changes in the Asia business environment since 1980's, and its influences on the development of an information system. [10 marks]

(b) With an aid of diagram, describe *in detail* the road map that a system developer could follow in order to achieve a traceable analysis model. [10 marks]

SECTION B

Question 4

Travelocity.COM is a one-stop portal which provides tour information, hotel room booking, flight reservation, car rental and other related information to the users. Imagine that you are the CIO of Travelocity.COM, identify

(a) *in detail* the underlying information technologies that you will use to implement such portal [10 marks], and

(b) discuss how the portal helps to make money (or reduce operational cost) for the company. [5 marks]

(c) Besides, what Tavelocity.COM should have done in order to maintain and manage its *customer relationship*. [5 marks]

Question 5

Could the idea of component-based development be merged with rapid application development approach and why? [20 marks]

Question 6

Identifying the milestones, preparing the Gnatt chart, analyzng the critical path and managing software (system) configurations are four important processes in which govern the success of a system development. Describe (with diagrams if necessary) in detail the purposes of each of these process and exaplin why they are so importance? [20 marks]

SECTION C

Question 7 : Cafeteria

(a) What are the names of the group members and who is the group leader ? [5 marks]

(b) Describe all the services that the company provides ? [5 marks]

(c) Discuss in detail how feasible (or how infeasible) the business can be implemented. [10 marks]

Question 8 : DC.COM

(a) What are the names of the group members and who is the group leader ? [5 marks]

(b) Describe all the services that the company provides ? [5 marks]

(c) Discuss in detail how feasible (or how infeasible) the business can be implemented. [10 marks]

Question 9 : Accomdation

(a) What are the names of the group members and who is the group leader ? [5 marks]

(b) Describe all the services that the company provides ? [5 marks]

(c) Discuss in detail how feasible (or how infeasible) the business can be implemented. [10 marks]

Question 10 : GO Training

(a) What are the names of the group members and who is the group leader ? [5 marks]

(b) Describe all the services that the company provides ? [5 marks]

(c) Discuss in detail how feasible (or how infeasible) the business can be implemented. [10 marks]

BONUS SECTION

Question 11

Imagine you are a director of the *Public Relation Unit* in our university. You are now going to conduct a marketing campaign to promote John Sum. A website will be designed in particular for this campaign. Describe, in you own words, what sort of fact (e.g. John Sum is the most handsome professor in the institute) and content should be put, and how those contents should be presented (in dynamic way or in static formate) on his personal homepage/website, and other related issues. You have to use diagrams illustrating the graphical layout of those pages, the architecture of the hompage/website. You also need to use a tree diagram to show the site map. Most importance, you should describe the reason(s) why you have to design the homepage/website in that way described. [50 Marks]