# EC Websites Development
## 2010 Fall Final Examination
## Duration: 4 hours

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**INSTRUCTIONS:** This paper consists of 3 sections. You need to select *at least one and at most two* questions from each section. Except Section C, each questions carries 20 marks. In Section C, each question carries 40 marks. In which 20 marks are bonus. Your total marks will be scored in accordance with the following equation.

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

Owing to show your support to your fellow classmates, the marks exceeding 100 are transferrable. The transfer of score is calculated by $TransferScore = (ExamScore - Score)/2$. Please indicate in your answer book *one of your classmate* whom you would like to transfer this $TransferScore$.

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# 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

Amazon.COM, Travelocity.COM and Yahoo.COM are three popular e-commerce websites. Imagine that you are the CIO of ONE of these company, identify

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

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

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

(Hint: To answer this question, you only need to focus on one DotCom.)

## 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, analyzing 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 explain why they are so importance? [20 marks]

# SECTION C

## Question 7 : Magic DotCom

(a) State (i) all the services that the company provides, (ii) the customers, the suppliers/vendors and the partners of the company, (iii) the detail business operations (aid with diagrams, flow charts, etc.) in which the services can be delivered. [10 marks]

(b) Discuss in detail the functionalities, the users and the design of the information systems (or web site) which is able to support the business operations described in (a). [10 marks]

(c) (Bonus) Discuss how feasible if your information system (or web site) is collocated in the Institute of Technology Management. [20 marks]

## Question 8 : Chicsbook DotCom

(a) State (i) all the services that the company provides, (ii) the customers, the suppliers/vendors and the partners of the company, (iii) the detail business operations (aid with diagrams, flow charts, etc.) in which the services can be delivered. [10 marks]

(b) Discuss in detail the functionalities, the users and the design of the information systems (or web site) which is able to support the business operations described in (a). [10 marks]

(c) (Bonus) Discuss how feasible if your information system (or web site) is collocated in the Institute of Technology Management. [20 marks]

## Question 9 : Meet Slim

(a) State (i) all the services that the company provides, (ii) the customers, the suppliers/vendors and the partners of the company, (iii) the detail business operations (aid with diagrams, flow charts, etc.) in which the services can be delivered. [10 marks]

(b) Discuss in detail the functionalities, the users and the design of the information systems (or web site) which is able to support the business operations described in (a). [10 marks]

(c) (Bonus) Discuss how feasible if your information system (or web site) is collocated in the Institute of Technology Management. [20 marks]