2012 FALL EC WEBSITE DEVELOPMENT FINAL EXAM
Date: January 16, 2013
Duration: 14:00 - 17:00

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.

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

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

SECTION A

Question 1

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

(b) Network technologies, such as wireless LAN and Internet, are part of the information technologies. Describe how business operation can be benefited from these technologies. 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 Technology Management, which approach you will follow and explain *in detail* why. [10 marks]

Question 3

(a) State the definitions of information management and technology management. [10 marks]

(b) State the definition of service engineering [5 marks] and describe its difference(s) from service science [5 marks].

SECTION B

Question 4

(a) Describe in details the roles and responsibilities of each participant in a system development project? [10 marks]

(b) Describe the similarities and differences amongst feasibility analysis, requirement analysis, system analysis. [10 marks]

Question 5

(a) Describe what is a service blueprint and what is the main purpose of service blueprint. [10 marks]

(b) Making use of service blueprint, define the *dinning process* which starts from table reservation and ends up at paying the bill. In the diagram, you need to describe what the customer, the front-stage staff, back-stage staff, and the supporting units have to do. [10 marks]

Question 6

(a) What is the definition of service in the context of web service? [5 marks]

(b) What is the definition of service in the context of SSME? [5 marks]

(c) The concepts and ideas behind service oriented architecture (SOA) and service dominant logic (SDL) are very similar. Describe in your own words, what are the similarities and differences between these two concepts. [10 marks]

SECTION C

Question 7 : GOD GAME

(a) State (i) all the services that the GOD GAME provides, (ii) the target 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 organization chart and the functionalities of each of the departments and units which support the business operations as described in (a). [10 marks]

(c) (Bonus) Discuss what kinds of information technologies the GOD GAME have employed to implement the website. [20 marks]

Question 8 : GROUPON

(a) State (i) all the services that the GROUPON provides, (ii) the target 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 organization chart and the functionalities of each of the departments and units which support the business operations as described in (a). [10 marks]

(c) (Bonus) Discuss what kinds of information technologies the GROUPON have employed to implement the website. [20 marks]

Question 9

With reference to the service system viewpoint, select from Travelocity.COM, eBay.COM, Amazon.COM, Alibaba.COM, Skype.COM and Forbes.COM, a website to

(a) analyze the services/products to be delivered by the selected company [20 marks], and

(b) describe the underlying service units constituted the company [20 marks].