

2013 FALL EC WEBSITE DEVELOPMENT FINAL EXAM

Date: January 15, 2014

Duration: 14:00 - 17:00

INSTRUCTIONS:

This paper consists of 3 sections. Section A consists of six questions. Section B consists of three questions and Section C consists of two questions. You need to answer any three questions from Section A and one questions from Section B. Section C is optional. It is the bonus section.

Each question in Section A and Section C carries 20 marks. Each question in Section B carries 40 marks. Your final exam score will be calculated by the following equation.

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

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

SECTION A

Question 1

- Describe the definition of information systems [5 marks] and its relation with a company's business operation. [5 marks]
- What are the differences between a website and an information system? [5 marks]
- With an aid of diagrams, explain the differences between conventional and contemporary types of information systems. [5 marks]

Question 2

- Describe the changes in the *Asian* business environment since 1980's, and its influences in the worldwide market, the changes in the management practice, the changes in the management of information and the development of information systems. [10 marks]
- 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]

Question 3

- Describe the definition of service systems, product systems and product-service systems. Give real example for each of these systems. [9 marks]
- Describe what is a service unit. [5 marks]
- Comment the following arguments: (i) An organization is a service system as well as a service unit. (ii) A database management system (DBMS) is a service system as well as a service unit. (iii) The Institute of Technology Management is a service system as well as a service unit. [6 marks]

Question 4

- (a) State any five reasons to initiate a system development project. [10 marks]
- (b) With an aid of examples, describe how business operations can be benefited from information technologies. [10 marks]

Question 5

- (a) State the definitions of (i) information management, (ii) technology management, (iii) service management, and (iv) business management. [16 marks]
- (b) Comment the following arguments: (i) Information Management has no difference from Information Systems Management. (ii) Service Management has no difference from Service Systems Management. [4 marks]

Question 6

- (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]

SECTION B

Question 7 : KKBOX

- (a) State all the target customers of KKBOX and all the paid and free services that provide to them. [10 marks]
- (b) State all the suppliers/vendors and the partners of KKBOX, and describe their roles and responsibilities (including what kinds of materials or services they have provided) in supporting these services. [10 marks]
- (c) Describe in detail how the customers can access these services, and if necessary, how the suppliers/vendors, the internal departments and the information systems (or other specialized systems) work together to support these services. [10 marks]
- (d) Discuss in detail the organization chart of KKBOX and the functionalities of each of the departments which support (directly or indirectly) the operations as described above. [10 marks]

Question 8 : FASHIONCOOKIE

- (a) State all the target customers of FASHIONCOOKIE and all the paid and free services that provide to them. [10 marks]
- (b) State all the suppliers/vendors and the partners of FASHIONCOOKIE, and describe their roles and responsibilities (including what kinds of materials or services they have provided) in supporting these services. [10 marks]
- (c) Describe in detail how the customers can access these services, and if necessary, how the suppliers/vendors, the internal departments and the information systems (or other specialized systems) work together to support these services. [10 marks]
- (d) Discuss in detail the organization chart of FASHIONCOOKIE and the functionalities of each of the departments which support (directly or indirectly) the operations as described above. [10 marks]

Question 9 : 17Life

- (a) State all the target customers of 17Life and all the paid and free services that provide to them. [10 marks]
- (b) State all the suppliers/vendors and the partners of 17Life, and describe their roles and responsibilities (including what kinds of materials or services they have provided) in supporting these services. [10 marks]
- (c) Describe in detail how the customers can access these services, and if necessary, how the suppliers/vendors, the internal departments and the information systems (or other specialized systems) work together to support these services. [10 marks]
- (d) Discuss in detail the organization chart of 17Life and the functionalities of each of the departments which support (directly or indirectly) the operations as described above. [10 marks]

SECTION C (BONUS)

Question 10

- (a) Describe in your own words how Google, Youtube, Wikipedia, Skype, Facebook, Yahoo Mail (or Gmail) can help your study. [10 marks]
- (b) In accordance to the video about *IT for Health Care Services*, describe how IT can benefit health services. [10 marks]

Question 11

Choose any one question from Section B other than the one you have answered and answer its parts (a) and (b). [20 marks]