

2015 FALL EC WEBSITE DEVELOPMENT FINAL EXAM

Date: January 15, 2016

Duration: 13:30 - 17:30

INSTRUCTIONS:

This paper consists of 3 sections. Section A consists of three questions. Section B consists of three questions and Section C consists of six questions. Each question carries 20 marks. You need to answer at least one at most two from each section. The bonus question appears in another paper which will be distributed after 16:30.

Your final exam score will be calculated by the following equation.

$$\begin{aligned}\text{Score} &= \text{Score in Sec. A} + \text{Score in Sec. B} + \text{Score in Sec. C} \\ &\quad + \text{Bonus Question} + \text{Total Score Transfer In.} \\ \text{Actual Score} &= \max\{100, \text{Score}\}. \\ \text{Score Transfer Out} &= \frac{\text{Score} - 100}{2}.\end{aligned}$$

Owing to show your support to your fellow classmates, the marks exceeding 100 are transferrable. The transferrable score is calculated by $\text{Score Transfer Out} = (\text{Score} - 100)/2$. Please indicate in your answer book *one of your classmate* to whom your “Score Transfer Out” is transferred.

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]

Section B

Question 4

- (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 5

- (a) State the definitions of (i) information management, (ii) technology management, (iii) service management, and (iv) operations 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 what four departments should be included in a management school. [4 marks]
- (b) Describe in detail why the four departments mentioned in (a) should be included. [16 marks]

SECTION C

For each of the following DOTCOMs, please answer the following questions about the dotcom. [20 marks]

- (a) Company profile.
- (b) Business model.
- (c) Organization structure.
- (d) Information system requirements.
- (e) Other technological requirements.
- (f) Financial analysis.
- (g) Website design.

- **Question 7** KKBOX.
- **Question 8** Pinkoi.
- **Question 9** Foodpanda.
- **Question 10** O'Right.
- **Question 11** Taaze.
- **Question 12** Voicetube.