

# E-COMMERCE WEBSITES DEVELOPMENT

## 2016 FALL Term Final Examination

### Duration: 3 hours

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**INSTRUCTIONS :** This paper consists of 3 sections. Section A consists of 3 questions. Section B consists of 3 questions. Section C consists of 4 questions. In Section A and Section B, each question carries 20 marks. In Section C, each question carries 80 marks. You have to answer 5 questions selecting at least 1 and at most 2 questions in each section.

The score you can get is 160 marks if you opt to answer one question from Section C and the score you can get is 220 marks if you opt to answer two questions. However, your final score will be calculated by the following equation.

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

The maximum score you can get is still 100 marks. The exceeding marks are transferrable and the transferred 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  $TransferScore$ .

## SECTION A

### Question 1

- State the definition of *information systems* and its relation to a website. [10 marks]
- Explain the relations amongst *information systems*, *business operations* and *information technologies*. [6 marks]
- Describe in your own words if organization structure will affect the design of an information system. [4 marks]

### Question 2

- Apple APP Store and Google Play are two popular e-marketplaces. State who are the customers of these two websites and explain in detail why. [10 marks]
- Describe what are the differences amongst B2B, B2C and C2C e-commerce websites. For each type, give one exemplar website. [10 marks]

### Question 3

- (a) Describe in detail what is a business model, in accordance with the lecture notes. [10 marks]
- (b) In the website analysis project, you need to analyze (i) the company profile, (ii) business model (iii) organization structure, (iv) information system requirements, (v) other technological requirements, and others. Explain in detail the reasons why company profile and business model have to be analyzed first. [10 marks]

## SECTION B

### Question 4

Refer to waterfall model, system development process could be divided into four stages, namely system analysis, system design, system implementation (i.e. coding and testing) and system maintenance & review.

- (a) The system to be implemented must be based on the design. Describe in detail what have to be designed during the system design stage. [10 marks]
- (b) Usually, the system to be implemented will include a lot more extra stuffs which have not been included in the requirement list compiled during the system analysis stage. Explain in detail why we need these extra stuffs. [10 marks]

### Question 5

- (a) Describe with detail explanation who should be involved in a system development project, why they should be involved and when should they be involved. [10 marks]
- (b) To obtain the requirements of a system is difficult task. Describe in detail what methods and how these requirements could be obtained. [10 marks]

### Question 6

- (a) Define and give example to the following systems: (i) product systems, (ii) product-service systems and (iii) service systems. [6 marks]
- (b) In accordance with John Sum's definition, state what is service engineering. Moreover, describe how does it related to system development, layered model and system development life cycle. [4 marks]
- (c) Describe in detail the tasks to be accomplished in each stage of a service system development project, and explain how they relate to the contexts of service science, software engineering and service management. [10 marks]

## SECTION C

### Question 7 (Hondou)

- (a) Describe the reason(s) why *Hondou* is founded. [5 marks]
- (b) State all the sales channels (including online and physical) in which *Hondou* sells her products. [5 marks]
- (c) State all the suppliers of *Hondou* and what services or products they supply to *Hondou*. [5 marks]
- (d) Describe in your own words the possible reasons why *Hondou* selects such sales channels and suppliers. [5 marks]
- (e) Describe step-by-step how a customer purchases product via each sales channels. [20 marks]
- (f) Describe in detail how does *Hondou* manage her business operations, in particularly (i) sales & marketing operation and (ii) production, so as to ensure the quality of the products being sold and the services delivered. [20 marks]
- (g) Describe (i) the organization structure of *Hondou* and (ii) state in detail the responsibilities of each department and the responsibilities of the senior executives (like CEO and GM) in the organization. [10 marks]
- (h) Estimate the number of staffs in each department and explain why you have such estimation. [10 marks]

### Question 8 (ICON)

- (a) Describe the reason(s) why *ICON* is founded. [5 marks]
- (b) State all the sales channels (including online and physical) in which *ICON* sells her products. [5 marks]
- (c) State all the suppliers of *ICON* and what services or products they supply to *ICON*. [5 marks]
- (d) Describe in your own words the possible reasons why *ICON* selects such sales channels and suppliers. [5 marks]
- (e) Describe step-by-step how a customer purchases product via each sales channels. [20 marks]
- (f) Describe in detail how does *ICON* manage her business operations, in particularly (i) sales & marketing operation and (ii) production, so as to ensure the quality of the products being sold and the services delivered. [20 marks]
- (g) Describe (i) the organization structure of *ICON* and (ii) state in detail the responsibilities of each department and the responsibilities of the senior executives (like CEO and GM) in the organization. [10 marks]
- (h) Estimate the number of staffs in each department and explain why you have such estimation. [10 marks]

### Question 9 (Eatea120)

- (a) Describe the reason(s) why *Eatea120* is founded. [5 marks]
- (b) State all the sales channels (including online and physical) in which *Eatea120* sells her products. [5 marks]
- (c) State all the suppliers of *Eatea120* and what services or products they supply to *Eatea120*. [5 marks]
- (d) Describe in your own words the possible reasons why *Eatea120* selects such sales channels and suppliers. [5 marks]
- (e) Describe step-by-step how a customer purchases product via each sales channels. [20 marks]
- (f) Describe in detail how does *Eatea120* manage her business operations, in particularly (i) sales & marketing operation and (ii) production, so as to ensure the quality of the products being sold and the services delivered. [20 marks]
- (g) Describe (i) the organization structure of *Eatea120* and (ii) state in detail the responsibilities of each department and the responsibilities of the senior executives (like CEO and GM) in the organization. [10 marks]
- (h) Estimate the number of staffs in each department and explain why you have such estimation. [10 marks]

### Question 10 (Chord and Major)

- (a) Describe the reason(s) why *Chord and Major* is founded. [5 marks]
- (b) State all the sales channels (including online and physical) in which *Chord and Major* sells her products. [5 marks]
- (c) State all the suppliers of *Chord and Major* and what services or products they supply to *Chord and Major*. [5 marks]
- (d) Describe in your own words the possible reasons why *Chord and Major* selects such sales channels and suppliers. [5 marks]
- (e) Describe step-by-step how a customer purchases product via each sales channels. [20 marks]
- (f) Describe in detail how does *Chord and Major* manage her business operations, in particularly (i) sales & marketing operation and (ii) production, so as to ensure the quality of the products being sold and the services delivered. [20 marks]
- (g) Describe (i) the organization structure of *Chord and Major* and (ii) state in detail the responsibilities of each department and the responsibilities of the senior executives (like CEO and GM) in the organization. [10 marks]
- (h) Estimate the number of staffs in each department and explain why you have such estimation. [10 marks]