

EC Websites Development 2016 Fall  
Mid-Term Examination  
Duration: 3 hours

---

**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. You have to answer at least 1 and at most 2 questions in each section. That is, you need to answer 5 questions. In Section A and Section B, each question carries 20 marks. In Section C, each question carries 40 marks.

---

## SECTION A

### Question 1

- (a) State the *course objectives* of *E-Commerce Websites Development*. [8 marks]
- (b) List the contents of the *course outline* of this course. [10 marks]
- (c) State the full name of the professor who teaches this course. [2 marks]

### Question 2

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

### Question 3

- (a) Alibaba and eBay are two popular e-marketplaces (i.e. market makers). State who are the customers of these two websites and explain in detail why. [10 marks]
- (b) Describe what are the differences amongst B2B, B2C and C2C e-commerce websites. For each type, give one exemplar website. [10 marks]

## SECTION B

### Question 4

- (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]

### Question 5

- (a) In accordance with my categorization of modern information technologies, state with examples what are they. [8 marks]
- (b) In the lecture, I mentioned that there are so many technologies available in the market. Each technology has its own limitation, programming difficulty for instance. When you are asked to decide which technologies to be used in building a system, you need to consider at least six other technical issues. What are they? [6 marks]
- (c) By management level, information systems could be categorized in four types. State what they are. Besides, describe with explanation which one of them is inevitable. [6 marks]

### Question 6

- (a) Describe in detail what are the factors leading to the changes of information management. [10 marks]
- (b) Describe in detail the implications of such changes. [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]

### 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]

### 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]

### 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]