

EC Websites Development 2018 Fall
Mid-Term Examination
Duration: 3 hours

INSTRUCTIONS : This paper consists of 3 sections. Each section consists of 3 questions. You have to answer five of them. For each section, you have to answer at least 1 and at most 2 questions. Each question carries 20 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 names (i.e. first name and last name in English) of the members in your group. [2 marks]

Question 2

- (a) State the definitions of information management and technology management, and describe in detail their similarities and differences. [10 marks]
- (b) Using your own words, discuss *if information management should be categorized under technology management*. If yes, explain in detail why? If no, explain in detail why not? [10 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-marketplaces. Give exemplar DOTCOM for each e-marketplace. [10 marks]

SECTION B

Question 4

Enterprise makes money out of provision of services or products to their clients or customers. To make it possible, enterprise usually starts by define the *business model* and design the *business processes*. Then, by analyzing the business model and the business processes, the enterprise is able to evaluate how feasible the provision of services and products. The steps are reviewed and revised back and forth in order to make sure that the running of the business is profit making.

- (a) Describe in detail what is a business model and what kind of information should be included in a business model. Moreover, explain why it is so important. [8 marks]
- (b) Describe in detail what is a business process. Describe in your own word commenting if human resource management and financial management are two business processes in an enterprise. Moreover, comment if only the staff team in the human resource department (i.e. personnel department) will handle human resource management. [8 marks]
- (c) In the DOTCOM analysis project, you need to analyze (i) the company profile, (ii) business model (iii) business process, (iv) organization structure, (v) information system requirements, (vi) other technological requirements, and others. Explain with reasons which three tasks have to be analyzed first. [4 marks]

Question 5

Travelocity.Com is a website that facilitates travelers to plan their travel schedule.

- (a) Describe what are the services provided by Travelocity and who are the potential *users* of the Travelocity website. [10 marks]
- (b) Treating Travelocity as a company, describe who are its potential suppliers. [3 marks]
- (c) With an aid of flow chart(s) (or other diagram(s) or listing of steps) and describe in detail steps how a supplier (whom you have identified in (b)) update their information, such as special fare and cheap flight, on the Travelocity website. [7 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

- (a) Many DOTCOMs have been found since 1990s. Some of them play a role as a middleman. Some of them play a role as an online retailer. Some of them play a role as technology firm.

For each of these three roles, give exemplar DOTCOM with explanation why such DOTCOM plays such role. [6 marks]

- (b) How do middlemen create value in e-commerce? [4 marks]
- (c) In our society, many middlemen do not rely on DOTCOM to provide their services. State any four types. [4 marks]
- (d) Describe in detail the reasons why some firms, like BMW and G2000, do not sell their products online. [4 marks] However, they do have official websites. What are the purposes of their websites? [2 marks]

Question 8 (AsiaYO)

- (a) State all the channels in which *AsiaYO* delivers her services. [5 marks]
- (b) State all the suppliers of *AsiaYO* and what services or products they supply. [5 marks]
- (c) Describe step-by-step how a backpacker gets such services via *AsiaYO*. [10 marks]

Question 9 (S3)

- (a) State all the channels in which *S3.COM.TW* sells her products. [5 marks]
- (b) State all the suppliers of *S3.COM.TW* and what services or products they supply. [5 marks]
- (c) Describe step-by-step how a customer purchase such products via *S3.COM.TW*. [10 marks]