

## **COMP 722 E-commerce Fall 2007 Written Assignment 4**

Due in the digital drop box on Wednesday, Oct. 31 by 11:00 PM.

1. Outline and criticize the text's description of the systems development cycle.
2. Characterize the kinds of Web tasks that are I/O intensive and those that are CPU intensive. Try to generalize, explaining why your generalizations hold. What are the main strategies to accommodate I/O-intensive tasks and those to accommodate CPU-intensive tasks? Again, offer and justify generalizations.
3. Table 4.10 (p. 232) in the text lists the eight most important factors in successful e-commerce site design. Rank order the three or four of these eight factors that you consider most important. Justify your ordering and why you consider each factor you select particularly important.
4. Explain and contrast personalization and customization. What impact has each on the various e-commerce business models? Explain how each might be achieved.

For each question, write about a half page single-spaced, 12 point. The actual length of your answer will depend on how succinctly you can answer the question. Length is not a primary grading criterion, but, if you write less than a quarter of a page (single spaced), you probably are leaving out something important, and, if you write more than a page, you probably are creating work for yourself without enhancing your grade.