

Homework #2
406.306 Management Information Systems
Fall, 2007

Due Date: April 10, 2006

1. Company X is a retailer for consumer electronics and is known as a retailer with only high quality products. That's why its prices are a little higher than those of his competitors. Because X always wants the latest products they don't carry much inventory. Sometimes this will result in an 'out of stock'. The market for consumer electronics has become a lot more transparent because of the introduction of the Internet. Market transparency can be distinguished in four forms: Price, availability, supplier and product transparency.

- a) Analyze for each form of transparency the effects for company X and discuss whether it will be advantage or a disadvantage for the company.
- b) Would there be a difference between B2B and B2C markets? Explain.

2. Through the extensive web search, find out at least three leading BPMSs, and discuss their respective features, functionalities, architectures, strengths and weaknesses. Include screenshots wherever appropriate.

Submit your answers in MS-Word or PDF format via email to the instructor cc TA.