

Chapter 7 Hands-on Activities

Activity 1

When building a Web site or an e-commerce site, organizations have many options from which to choose. A company can install a dedicated server, share a server or maintain a virtual private server. (Review pages 263-266 for explanations of these terms).

Create a Microsoft Excel spreadsheet to compare the costs of these options. Visit ISPs like www.bt.com and www.tiscali.co.uk. Then itemize the costs for each option and calculate the total expenses for a year. Save the spreadsheet as **ch7actsol1.xls**.

Are there large differences in cost for these options? You might also visit www.ispreview.co.uk and www.hostfinder.co.uk

Activity 2

There are a number of business strategies that have proven successful on the Web. You can review descriptions of each of these strategies on page 282-286.

Search the Internet for three e-tail Web sites that most interest you.

Create a table in Microsoft Word to analyze each business. In the columns, list each of the e-tail business. In the rows below, list each of the strategies and describe how each e-tail site implements or does not implement this strategy. Describe whether the site has all the features that are important to the success of an e-tail site. Save the document as **ch7actsol2.doc**.