1. (Ch. 6) Books4u.com wants to develop a modular architecture for its planned on-line bookselling service described in “On-Line Bookselling” on pg. 66 of Messerschmitt. They want modularity for both their software design and their organization (for example: order fulfillment, marketing, finances, etc.). Define a modular architecture for Books4u.com’s (i) software and (ii) organization. Indicate which functions the subsystem performs and what the subsystem interfaces with.

2. (Ch. 7) What are some reasons a company might purchase a service (like accounting or telecommunications) rather than provide that equivalent function internally? Give an example scenario of when a company would want to provide such functionality internally, and a scenario where a company would want to use a service instead.

3. (Ch. 7) Outsourcing (i.e. leasing services and hiring professional service firms in preference to internal organizations) is gaining popularity. What are the advantages of outsourcing? Are there any disadvantages? Provide 2 reasons for each scenario.

4. (Ch. 7) For each of the following items, discuss why a supplier might want to participate in the standardization and later adopt the resulting standard. Then, discuss why a supplier might not want to adopt a standard, and whether the standard has more benefit for the user/consumer or the supplier.
   a. The format that allows for videos to be played on the Internet (ex. Hulu, YouTube)
   b. A graphical user interface to a word processing program
   c. A method of cash payment over the Web.