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| 考試科目 | 管理資訊系統 | 所別 | 資訊管理學系(16) | 考試時間 | 2月22日(六)第三節 |
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I. **True/False (15%):** Write **True** or **False** to answer each question.

1. Different industries have distinct business processes. When adopting the package ERP software, firms should customize the package software in order to fit with their existing business processes.
2. Shopping.com receives a fee after steering a customer to a participating Web site where he or she makes a purchase. As long as Shopping.com maintains a significant amount of visitors, the revenue model is feasible.
3. 104 would like to build a human resource system to capture information about talents of senior managers and top executives. As 104 is known for recruiting service and the service is specially designed for headhunting of upper level managers, the firm expects the system to be flexible and adjustable for various clients' requests. 104 should outsource the system to the third-party vendors.
4. The most common reasons for failure of large IT projects are user resistance and rigid organizational structures and processes.
5. In order to demonstrate the strategic value of the IT projects, a firm should develop the information system plan and make sure IT investments consistent with its strategic planning.

II. **Multiple Choices (15%):** Write the **Capital letter ONLY** that represents the best answer to the exam questions.

1. The Internet enables long tail sales. Why is the long tail business model viable? Which products do you think that best fit with the long tail business model?
 - A. The Internet enables unlimited shelf space for the market of less popular products sold to customers beyond local audience. The phenomenon is critical to the music industry as genres of music are diverse, digital presentation of products is feasible, and distribution cost is ignorable.
 - B. The Internet allows marketers inexpensively access to customers for products where demand is low. If we combine enough non-hits on the long tail, we may get a market potentially as big as the hits. The phenomenon is critical to the shoes industry as products vary in sizes, colors, and seasons, and customer preferences are diverse.
 - C. The Internet allows marketers inexpensively access to customers. The phenomenon is critical to fresh vegetables as firms were limited to local audience in the past.
2. Studies of returns from IT investments show that there is considerable variation in the returns firms receive. Some firms invest a great deal and receive a great deal; others invest an equal amount and receive few returns. Which of the following is the best answer to explain the above observation?
 - A. Returns of IT investments depend on market conditions. So, firms face projects with higher uncertainty receive fewer returns.
 - B. Most of time information technologies change how a firm operates the business. Firms need to change their

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existing business processes before they can really reap the advantages of new information technologies

C. Those firms that receive little from IT investments do not provide appropriate business requirement analysis

D. Those firms that receive little from IT investments do not properly use service level agreement (SLA) to regulate their relationships with vendors. So, delivered projects from vendors are unsatisfied.

3. Customers can use travel websites such as ezTravel to find out information and prices of hotels. Friends Group is a hotel franchise. The firm would like to invest in new information systems. You are a consultant hired to help the firm with the new system. One way to start the project is to identify a firm's business problem. On the basis of Porter's competitive force model, which of the following is most important to the firm?

- A. suppliers
- B. customer influences
- C. competitors

4. Web browser software requests Web pages from the Internet using which protocol? Which layer of the protocol is?

- A. URL, internet layer
- B. HTTP, application layer
- C. HTML, application layer

5. If there are 30 products listed in the Product File that means there are 30

- A. fields
- B. entities
- C. records
- D. relationships

III.

Essay Questions (70%)

1. Recent news shows that the British intelligence agency GCHQ has been targeting GPRS roaming exchange, a hub for GPRS connection from roaming users. By hacking into exchange networks operated by telecom companies, GCHQ can track every user in the world who is roaming with their smartphone. When roaming, all the Internet surfing and accesses to corporate networks go through these exchanges, and can be eavesdropped on by passively "sniffing" all data, all web pages and all emails. Can you briefly explain what sniffing is, the impact of such sniffing, and how to protect your data from sniffing? (10%)

2. If you were setting up the Web site for farmers' association (農會) to help farmers sell directly from farm to market (25%)

- (a) What management, organization, and technology issues might you encounter?
- (b) An IT project includes intuition, planning, execution, control and close stages. Firms usually prepare a

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| <p>project execution plan before the execution stage, and use the plan as the guideline for the execution and the control stages. As a project manager, you are asked to prepare a project execution plan. How do you structure the execution plan?</p> <p>3. According to the survey about firms' concerns on enterprise applications like ERP (Forrest Research, 2009), high cost of ownership, including installations of on-premises packaged software and following maintenance costs, top the list of concerns. Working as an IT consultant, you are invited to provide suggestions on this issue (20%)</p> <p>(a) Do you think that all firms should adopt enterprise applications like ERP to enable information transparency among different departments?</p> <p>(b) As enterprise applications are costly, you are asked to provide at least <u>2 alternatives</u>. For each option, please supply with a brief description of the option and the comparison with enterprise applications.</p> <p>4. The two major smartphone platforms are iPhone(iOS) and Android. For the former, applications are developed using Objective C and are available to customers through the AppStore. For the latter, applications are developed using Java and are available through the Android Market. Various consumer-oriented mobile applications (B2C) are developed such as m-bus routes and m-reservation. If you were hired as an IT consultant by a firm offering B2B IT solutions, how would you suggest the firm react to the new technology development? (15%)</p> | | | | | |
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