

科目： 管理資訊系統

系所組： 資訊管理系(所)

一、 Multiple Choices 10%

- ( ) 1. \_\_\_\_\_ are intra-organizational Web-based networks that facilitate information access and collaboration.  
a) Extranets b) Virtual private networks c) Intranets d) EDI networks
- ( ) 2. Which of the following is true about electronic marketplaces (e-marketplaces)?  
a) They have existed in isolated applications since 2001.  
b) Fully computerized e-marketplaces were introduced in the early-2000s.  
c) Most e-marketplaces have not been profitable.  
d) They introduced operating efficiencies to trading for both buyers and sellers.
- ( ) 3. Which is the first step in the process of managing business performance?  
a) Determine how to attain the performance levels.  
b) Assess where the organization stands with respect to its goals, objectives, and measures.  
c) Decide on desired performance levels.  
d) Set the budget for achieving performance or goals.
- ( ) 4. Blogs, mashups, instant messaging, and wikis are examples of  
a) enterprise content management b) social computing  
c) virtual worlds d) wireless communications
- ( ) 5. \_\_\_\_\_ support functional managers by providing them with periodic reports, such as weekly sales volume and comparisons of actual expenses to budgeted expenses.  
a) Management information systems b) Transaction processing systems  
c) Personal information managements d) Enterprise systems
- ( ) 6. \_\_\_\_\_ are critical to an enterprise because they support core operations, such as order processing, billing, payroll, and shipping.  
a) Personal information managements b) Transaction processing systems  
c) Management information systems d) Enterprise systems
- ( ) 7. Which of the following is not true of SaaS (software-as-a-service)?  
a) It is on-demand computing.  
b) It has become the way all software is sold, delivered and used.  
c) It enables companies to meet fluctuating demands on IT resources efficiently.  
d) Users can access applications over a network, with an Internet browser being the only necessity.
- ( ) 8. A(n) \_\_\_\_\_ is a specialized type of \_\_\_\_\_ that aggregates data from various sources.  
a) data mart; document warehouse b) information system; data mart  
c) data repository; information asset d) data warehouse; database
- ( ) 9. A classic expression that summarizes the risks associated with the collection and use of poor quality data is:  
a) information in, nothing out b) data in, confusion out  
c) easy in, easy out d) garbage in, garbage out
- ( ) 10. Purely physical companies are referred to as \_\_\_\_\_ companies, whereas companies that are engaged only in EC are considered \_\_\_\_\_ companies.  
a) virtual; pure play b) pure play; virtual  
c) click-and-mortar; click-and-brick d) brick-and-mortar; virtual

※ 注意：1.考生須在「彌封答案卷」上作答。

2.本試題紙空白部份可當稿紙使用。

3.考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。

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二 Questions (90%)

1. Cloud computing and cloud service (25%)

- (1) List the **five essential characteristics** of cloud computing defined by National Institute of Standards and Technology (NIST). (5%)
- (2) The three service models of cloud computing are **SaaS, PaaS, IaaS**. (6%)
  - (a) Give the full names of the abbreviation of the terms.
  - (b) What are **enable technologies** for the three service models respectively?
- (3) Classify the following items based on the three service models (3%)
  - (a) Google Application Engine (GAE), (b) Amazon web service (c) Windows Azure (d) Google Docs (e) force.com (f) T-cloud
- (4) (a) Give an example of cloud service in mobile device. You could design the service (application) by yourself or give a real example. (5%)  
(b) Analyze the service (application) by **porter's competitive forces model (five major forces)** to demonstrate its potential business values. (6%)

2. Database and Data Warehousing (10%)

- (1) What is the different between the physical view and the logical view of data? (2%)
  - (2) What are the **four features** of the Data Warehousing? (4%)
  - (3) Make a comparison between OLAP and OLTP? (4%)
3. Define single-loop learning and double loop learning proposed by Argyris and Schon (1978) ? and give an example (5%)
4. The innovation diffusion process is the process through which in individual or other decision-making unit passes (Rogers, 2003). List and briefly discuss the five steps of the information systems adoption process. Rogers also introduced an important concept—that of the differing characteristics of the adopters. According to Rogers, people fall into five different adopter categories. Consider the five different categories of adopters. Depict the adopter category distribution. (10%)
5. The Web applications may generate revenue, for example, via subscription fees and advertising. Some strategies enable companies to make maximum use of Web 2.0 application. What types of revenues can be generated in social networks? (10%)
6. Enterprises can interface with social networking in several ways. Such interfaces create enterprise social networks, meaning that companies are conducting entrepreneurial social networking activities in one or more ways. List the ways organizations can interface with social networking web sites. (12%)
7. Web 2.0 is here. What's next? The unknown entity is referred to as Web 3.0, the future wave of Internet applications. What is Web 3.0, and how will it differ from Web 2.0? (10%)
8. Enterprises social networking, including the various ways that companies interact with Web 2.0 tools and social networks, resulted in an IT strategy that moved companies to be not only digital enterprises, but enterprises 2.0. Define a social marketplace. (8%)

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