



Ⅰ. 選擇題50% (答案請將25題寫在一起，並依下面方式寫在答案紙上)：

1. () 2. () 3. () 4. () 5. ()

6. () 7. () 8. () 9. () 10. ()

11. () 12. () 13. () 14. () 15. ()

16. () 17. () 18. () 19. () 20. ()

21. () 22. () 23. () 24. () 25. ()

1. Hiring a well known musical artist to represent your product in the soft drink market is an example of which strategy?
 - A. Cost leadership strategy
 - B. Differentiation strategy
 - C. Innovation strategy
 - D. Growth strategy
2. Wal-Mart has expanded from a few simple retail outlets to nationwide Super Wal-Mart stores with pharmacies and grocery departments. This is an example of which strategy?
 - A. Cost leadership strategy
 - B. Differentiation strategy
 - C. Innovation strategy
 - D. Growth strategy
3. All of the following are basic competitive strategies discussed in MIS text *except*:
 - A. Cost leadership
 - B. Innovation
 - C. Product differentiation
 - D. Strategic dominance
4. A sales company such as eBay would be most likely to use information technology to promote _____.
 - A. online stock trading
 - B. point-of-sale inventory tracking
 - C. online auctions
 - D. virtual manufacturing alliances
5. When a firm strives to find ways to help its suppliers and customers reduce their costs or to increase the costs of their competitors, it is pursuing a strategy of _____.
 - A. innovation
 - B. alliance
 - C. cost leadership
 - D. growth
6. A customer-focused business can build customer value and loyalty by:
 - A. Making a loyal customer feel special with website personalization.
 - B. Letting customers place orders directly, or through distribution partners.
 - C. Letting customers check order history and delivery status.
 - D. All of the choices are correct.



7. A firm that focuses on customer value:
 - A. Recognizes that price, rather than quality, has become the primary determinant in a customer's perception of value.
 - B. Anticipates future customer needs and responds to customer concerns.
 - C. Provides better-than-average customer service.
 - D. None of the choices is correct.
8. Business process reengineering is best defined as:
 - A. A key technology to reduce customer late payments
 - B. A radical redesign of business processes to achieve improvements in cost, quality, speed, or service
 - C. A key way to ensure successful improvement in processing
 - D. All of the choices are correct.
9. An agile company supports _____ by offering individualized products while maintaining high volumes of production.
 - A. high growth
 - B. mass customization
 - C. its suppliers and competitors
 - D. All of the choices are correct.
10. A virtual company:
 - A. Uses IT to link people, organizations, assets, and ideas.
 - B. Creates virtual workgroups and alliances to exploit fast-changing business opportunities.
 - C. Uses the Internet, intranets, and extranets to support alliances with manufacturers.
 - D. All of the choices are correct.
11. A(n) _____ is a standard set of rules and procedures for the control of communication in a network.
 - A. amplification
 - B. algorithm
 - C. protocols
 - D. transponders
12. The _____ layer in an OSI model provides communications services for end users.
 - A. application
 - B. data link
 - C. network
 - D. transport
13. Communications channels such as microwave, fiber optics, or satellite transmission that provide high-speed transmission rates typically use _____ channels.
 - A. broadband
 - B. narrow-band
 - C. wireless
 - D. voice-band
14. VoIP works by digitizing a voice signal, chopping it into _____, and then sending them over a company's computer network or the Internet, much like data or email.
 - A. bits
 - B. packets
 - C. characters
 - D. waves



15. Electronic mail, voice mail, faxing, Web publishing, bulletin board systems, and paging are considered _____ tools.
- electronic communication
 - collaborative work management
 - electronic conferencing
 - All of the choices are correct.
16. Marketing information systems can help marketing managers with:
- Customer relationship management
 - Product planning and pricing
 - Targeted marketing strategies
 - All of the choices are correct.
17. Advertising strategies based on a variety of tracking techniques, such as Web "cookies" is an example of which targeted marketing component?
- Context.
 - Content.
 - Community.
 - Online behavior.
18. When a manufacturer automates production of a product by installing computer systems to monitor processes and robots to do some of the assembly tasks, it is an example of _____.
- computer integrated manufacturing
 - computer-aided manufacturing
 - process control
 - task control
19. Which of the following statements most accurately describes the *strategic* level of management?
- Composed of a board of directors and an executive committee of the CEO and top executives who develop overall organizational goals, strategies, policies, and objectives as part of a strategic planning process
 - Composed of self-directed teams and middle managers, who develop short-and medium-range plans, schedules, and budgets
 - Composed of self-directed teams or supervisory managers who develop short-range plans, according to procedures and within the budgets and schedules established for the teams and other workgroups of the organization
 - None of the choices are correct.
20. Business intelligence applications are based on all of the following *except*:
- Personalized and Web-enabled information analysis
 - Knowledge management
 - Rapid information input processes
 - Decision support technologies
21. An intelligent agent is:
- A software surrogate that accomplishes specific tasks for users
 - Database software used to analyze current sales trends
 - A marketing software system used to do statistical analysis
 - A software package used by robots



22. Which of the following is an example of an intangible cost?
- Employee salaries
 - Loss of customer goodwill
 - Reduced inventory-carrying costs
 - Improved customer service
23. User interface design refers to the development of:
- Programs and procedures to be used by end-users
 - Display screens, forms and reports, and interactive computer user dialogs
 - User training manuals
 - The structure of databases and files accessible by end users
24. The chief information officer is a(n) _____ level IT manager.
- tactical
 - strategic
 - operational
 - departmental
25. Which of the following is the number one reason that companies outsource?
- Reduce and control operating costs
 - Accelerate re-engineering benefits
 - Gain access to world-class capabilities
 - Share risks

II. 問答題 50%(請清楚標註題號，寫在答案紙上)：

- A1. What are Server Farms, Virtualization, Cloud computing, Edge computing, and Autonomic computing? (10%)
- A2. You are the chief information officer (CIO) of a small company with a rapidly growing customer base. You are considering using one of the following kinds of CRM systems: on-premise, on-demand, and open-source. Describe and discuss the pros and cons of each type of CRM system for your business. (10%)
- A3. There are four major threats to wireless networks: rouge access points, war driving, eavesdropping, and RF jamming. Describe each of them, and analyze which of these threats is the most dangerous for a business, and which is the most dangerous for an individual? (12%)
- A4. Define enterprise storage, and describe the various types of enterprise storage. (8%)
- A5. Describe three alternate methods that can be used for systems development, other than SDLC and prototyping. (10%)