

考 試 科 目	管理資訊系統	系 所 別	資訊管理學系/資管組	考 試 時 間	2 月 2 日(五) 第三節
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I. True/False (12%): Write True or False to answer each question. Note: T, t, F, f are not acceptable answers.

1. What the firm performs is not big data but simply business analytics: “近年來Big Data 的關注度日益提高。當各種服務的「使用數據」與「使用者資訊」結合，這些數據可能產生無限商機。《TOP Survey》以這樣的市場為出發點，提供免費在線調查工具，除了協助企業能精準觸及目標客群，快速查閱受訪者的喜好與反饋。”

2. In order to enjoy benefits of discovering customer's purchase pattern from operational data, firms simply buy and install BI solutions from hardware and software vendors.

3. The purpose of a web server software is to receive HTTP requests and return requested web pages. So, we need a web server software like Apache to execute web applications.

4. A firm requiring a lot of data transmissions in daily operations cannot benefit from cloud computing.

II. Multiple Choice (12%): Write the Capital letter ONLY that represents the best answer to the questions below.

1. Which of the following business can benefit from cross-side network effects?

- A. Adidas's e-commerce site
- B. Yelp's e-commerce site
- C. FamilyMart's supply chain network

2. Cloud computing refers to computing resources over the Internet. Which of the following are instances of cloud computing?

- A. 博客來's product information and purchase services, and Dropbox's data access service
- B. 政大大學報's news service, and salesforce's platform service for CRM applications
- C. Google's information search service, and Azure App Service

3. On 21st October 2016, people in the eastern seaboard of states had some trouble accessing their usual sites and services throughout the day, from Spotify and Reddit to the New York Times. All is because of Dyn, an Internet service provider, is under the attack of DDoS. Based on the description above, can you guess what the service that Dyn is provided?

- A. TCP/IP
- B. DNS
- C. HTTP

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4. In 2017, The Federal Communications Commission today announced its plan to deregulate the broadband industry and eliminate net neutrality rules. Which of the following has the largest negative impacts?

- A. ISP
- B. Netflix
- C. customers

III. Essay Questions (76%)

1. According to chinatimes (13/06/2017), “全球企管軟體供應商 SAP 宣布，將與 3C 通路商全國電子合作，協助全國電子導入 SAP 商務解決方案 (Business Suite)”-20%

(a) According to the ERP consultant, the solution can save the company 10% of operating expenses. Do you agree that statement? Please provide your rationale.-8%

(b) Due to the high costs of on-premises packaged ERP, cloud computing is one good alternative for firms. Can you explain why 全國電子 choose not to use cloud-based ERP?-12%

2. Omnichannel retailing is a critical topic in recent years. -23%

(a) What is omnichannel retailing? Can you provide an example?-8%

(b) Amazon has expanded from online to offline recently. Can you explain why Amazon chooses to do so?-15%

3. Recently, Happy Fresh and 吉甲地 announced to stop operations. In contrast, Welcome (頂好) initiate “頂好新鮮 Go” in Taipei this year (2017). What factors/dimensions would you consider in order to sell produces online?-15%

4. Block chain is a key trend recently. Can you use copyright registration as the context to explain how block chained is applied? How is it better than the current system? Are there any shortcomings?-18%

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- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。