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|------|--------|-----|-----------------------------|------|-------------------|
| 考試科目 | 管理資訊系統 | 系所別 | 資訊管理學系 <small>資訊管理組</small> | 考試時間 | 2 月 18 日(一) 第 3 節 |
|------|--------|-----|-----------------------------|------|-------------------|

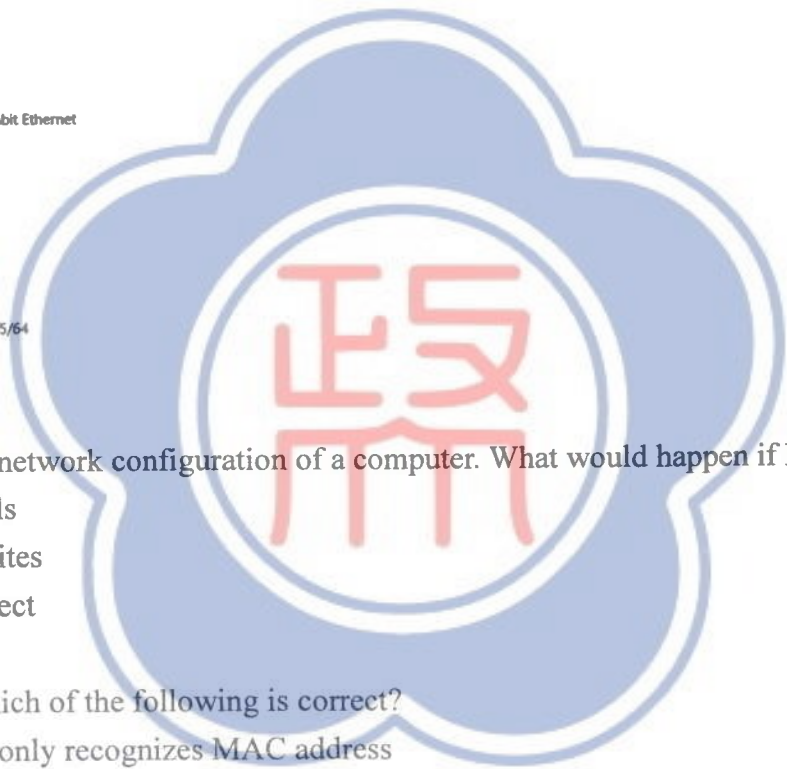
I. Multiple Choice (18%): Write the Capital letter ONLY that represents the best answer to the questions below.

1. The founder of 奧丁丁市集 built the startup because “他發現醬油、鮮奶、水果這些小農的產品還沒人賣過。” Why are these products slow to e-commerce?

- A. Agriculture is the traditional industry so it is slow to e-commerce
- B. Farmers do not know how to use computers and sell produces online
- C. The nature of products is not suitable for selling online

Figure 1

|               |                                     |
|---------------|-------------------------------------|
| 名稱:           | 區域連線                                |
| 描述:           | Broadcom NetXtreme Gigabit Ethernet |
| 實體位址 (MAC):   | 74:27:ee:5acc7:0f                   |
| 狀態:           | 可運作                                 |
| 傳輸單元最大量:      | 1500                                |
| 傳輸速度 (接收/傳輸): | 100/100 (Mbps)                      |
| DHCP 已啟用:     | 否                                   |
| IPv4 位址:      | 140.119.114.1                       |
| IPv6 位址:      | fe80:958bd01cb1c2a12c%5/64          |
| 預設閘道:         | 140.119.114.254                     |
| DNS 伺服器:      | 140.119.1.110                       |



2. The above figure is the network configuration of a computer. What would happen if DNS server is broken?

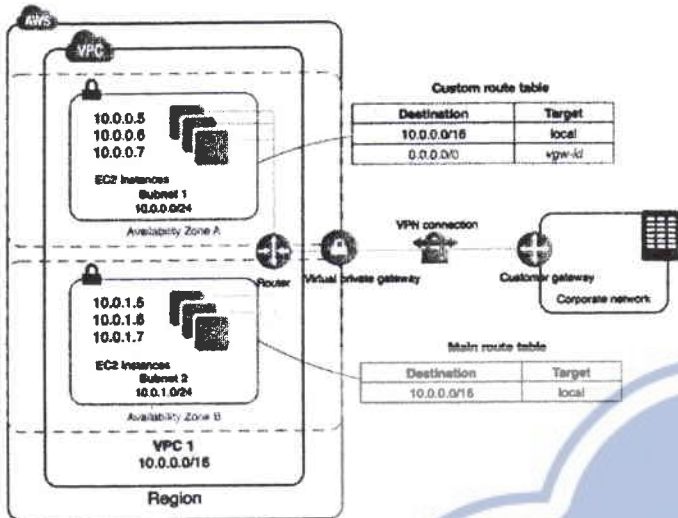
- A. cannot receive emails
- B. cannot browse websites
- C. Both A & B are correct

3. According Figure 1, which of the following is correct?

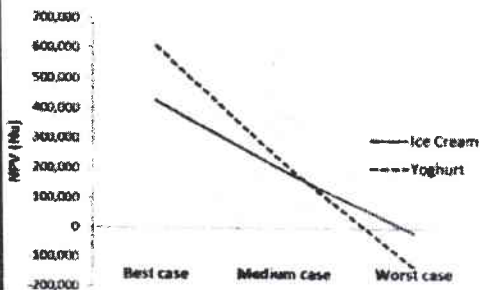
- A. In a LAN, a switch only recognizes MAC address
- B. Default gateway specifies the port linking to a router
- C. Both A & B are correct

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Figure 2



- The above figure is originated from AWS. Which of the following statement is correct?
  - AWS EC2 is classified as platform as a service
  - VPN refers to an internet connection from the external to a corporate network
  - Both A & B are incorrect
- How do EC2 instances in the figure 2 address cyber-attacks?
  - EC2 instances are located within AWS's network, which has better security protection than ordinary firms.
  - EC2 instances are assigned with private IP address, isolated from the Internet.
  - Both A & B are incorrect
- How do we interpret the diagram below? Choose the best answer.
  - NPV of Project I is lower so we should decline Project I
  - Standard deviation of Project Y is higher so we should decline Project Y
  - Standard deviation of Project I is lower indicating the risk of project I is lower.



NPV of Project Y(yoghurt): 369,761  
 NPV of Project I (ice cream): 224,761

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## II. Essay Questions (82%)

1. 雙 11 becomes the key activity for online platforms and stores. For example, momo announces that 13 million of people visit the site on 11/11/2018, and the number of orders is ten times of the daily average. If you were momo's IT manager,
- (1) Please explain in details whether it would be an issue to the website. -6pts
  - (2) Momo adopts cloud computing to address the concern. Can you think of a situation where momo still shutdowns the website even after adopting cloud computing? -7pts
2. In 2017, E.SUN bank (玉山銀行) introduces a Chatbot application to supplement its online customer service. The Chatbot application aims to answer customers' questions on the three most consulted areas: mortgage, selection of credit cards, and currency exchange. Say you work in another financial institution.
- (1) How would you propose a concise business memo to convince your manager the investment on Chatbot? -10%
  - (2) Chatbot has been gained traction in industries nowadays. What is the most critical component of a Chatbot application? -6%
  - (3) While E.SUN bank successfully adopted the Chatbot, can you provide a concise discussion on why another financial institution may fail the adoption? -7%
3. 蝦皮 is an e-commerce platform:
- (1) Why are cross-side network effects critical to 蝦皮? -8pts
  - (2) What action did 蝦皮 take to achieve cross-side network effects? -8pts
  - (3) It is possible to have an application based on block chain to replace e-commerce platform like 蝦皮. What is the key feature of block chain to enable such a change? Is this new system better than the existing system like 蝦皮? -15pts
4. EU enforced the new regulation called GDPR this year.
- (1) What is GDPR? Can you provide an example impacted/regulated by GDPR? -8pts
  - (2) Are firms in Taiwan impacted by GDPR? -7pts

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註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。