

I. 單選題 (20 x 2% = 40%)

1. Which of the following is not a characteristic of online transaction processing?  
A) Process the information according to defined business rules  
B) Store the information  
C) Store existing information to reflect the new information  
D) Update existing information to reflect the new information
2. Which of the following is an example of the way that information technology can reduce supplier power for an organization and create a competitive advantage?  
A) Switching costs  
B) Reverse auction  
C) Entry barrier  
D) None of the above
3. What can effective and efficient supply chain management systems enable an organization to accomplish?  
A) Increase the power of its buyers  
B) Increase its supplier power  
C) Increase switching costs to increase the threat of substitute products or services  
D) All of the above
4. What is it considered when an organization implements security measures for Internet-based transactions?  
A) Efficient  
B) Inefficient  
C) Ineffective  
D) All of the above
5. Which issue concerns CIOs the most?  
A) Security  
B) Budgeting  
C) Enhancing customer satisfaction  
D) None of the above
6. What is one of the biggest pitfalls associated with real-time information?  
A) It is only available to high-level executives due to the expense  
B) It is only available in aggregate levels of granularity  
C) It continually changes  
D) All of the above
7. Why do relational databases use primary keys and foreign keys?  
A) To create a database  
B) To create physical relationships  
C) To create logical relationships  
D) All of the above
8. A data warehouse is a \_\_\_\_\_ collection of information-gathered from many different \_\_\_\_\_ databases-that supports business analysis activities and decision-making tasks.  
A) Physical, transactional  
B) Physical, operational  
C) Logical, transactional  
D) Logical, operational

9. Which of the following is a quantitative model typically used by a DSS?  
A) Sensitivity analysis  
B) What-if analysis  
C) Goal-seeking analysis  
D) All of the above
10. Which of the following statements is accurate?  
A) DSSs assist decision makers in the design and operation of integrated supply chains  
B) DSSs identify opportunities for improvements across the supply chain  
C) DSSs identify opportunities for improvement beyond the intuition and insights of even the most experience managers  
D) All of the above
11. What occurs when a Web site can know enough about a person's likes and dislikes that it can fashion offers that are more likely to appeal to that person?  
A) Operational CRM  
B) Analytical CRM  
C) Personalization  
D) None of the above
12. What must a system do to qualify as a true ERP solution?  
A) Be flexible  
B) Be modular and closed  
C) Extend within the company  
D) All of the above
13. What applies to sites primarily offering goods and services to assist consumers interacting with each other over the Internet?  
A) B2B  
B) B2C  
C) C2B  
D) C2C
14. What involves the capturing, classifying, evaluating, retrieving, and sharing of information assets in a way that provides context for effective decisions and actions?  
A) Content management system  
B) Groupware system  
C) Peer-to-peer (P2P) system  
D) None of the above
15. Which of the following is the primary reason why companies outsource?  
A) Tap outside sources of expertise  
B) Concentrate resources on core business  
C) Reduce headcount and related expenses  
D) Better manage the costs of internal processes
16. What is a broad, general term that describes non-proprietary IT hardware and software made available by the standards and procedures by which their products work, making it easier to integrate them?  
A) Portal  
B) EIP  
C) Linkage  
D) Open architecture

- 17 Which of the following is not one of the four laws of disruptive technologies?
  - A) Organizations depend on customers and investors for resources
  - B) Large markets do not meet the growth needs of small organizations
  - C) It is difficult to analyze a market that does not exist
  - D) Technology supply may not equal technology demand
- 18 Common examples of wireless devices include all of the following, except:
  - A) Cellular phones
  - B) Cellular pagers
  - C) RFID
  - D) Ethernet
- 19 What is the systems development life cycle?
  - A) Involves establishing a high-level plan of the intended project and determining project goals
  - B) Involves analyzing end-user business requirements and refining project goals into defined functions and operations of the intended system
  - C) Involves describing the desired features and operations of the system
  - D) None of the above
- 20 What uses active or passive tags in the form of chips or smart labels?
  - A) Mobile commerce
  - B) Telematics
  - C) Electronic tagging
  - D) Radio frequency identification

II. 問答題 (10 x 6% = 60%)

1. What are the key management challenges involved in building, operating, and maintaining information systems today?
2. What is a business process? Give two examples of processes for functional areas of the business and one example of a cross-functional process.
3. Describe the major economic theories that help explain how information systems affect organizations.
4. The Internet may not make corporations obsolete, but they will have to change their business models. Do you agree? Why or why not?
5. What role can informed consent, legislation, industry self-regulation, and technology tools play in protecting individual privacy of Internet users?
6. What is the operating system of a computer? What does it do? What roles do multiprogramming, virtual storage, time-sharing, and multiprocessing play in the operation of an information system?
7. Define and describe the following: home page, uniform resource locator (URL), Internet telephony, and virtual private network (VPN).
8. How can the Internet and Internet technology facilitate supply chain management?
9. What are genetic algorithms? How can they help organizations solve problems? For what kinds of problems are they suited?
10. What are the major causes of implementation success or failure?