PARTA

本科目試題共2頁

一、Multiple Choice Questions (16%)

1. A new B2B site features office supplies. Companies from all industries use this site to purchase office supplies as they need them. This is an example of a(n): (A) e-commerce strategic sourcing site. (B) vertical market. (C) horizontal market. (D) collaborative commerce site.

2. In e-tailing, the customer (A) is always a consumer. (B) is always another business. (C) may be a consumer or a business. (D) is a wholesaler.

3. Horizontal marketplaces: (A) deal with only one industry or industry segment. (B) always involve many sellers selling to one buyer. (C) concentrate on a service or product used in several industries. (D) deal in services rather than goods.

4. Which of the following best describes a private exchange? (A) One-to-many B2B sell-side exchange which usually occurs through an e-store front. (B) Many-to-many B2B exchange. (C) Many-to-one buy-side exchange. (D) Many connected participants exchanging a variety of information.

5. All of the following are examples of online customer service metrics EXCEPT: (A) timeliness of data on the Web site (B) response time (C) product failure rate (D) site availability

6. The movement of returns from dissatisfied customers back to vendors is called: (A) front-office operations (B) order fulfillment (C) logistics (D) reverse logistics

7. Sifting through the tremendous amounts of data collected at a company's Web site in order to find relevant behavior patterns is called: (A) data mining (B) focus group surveying (C) Web-based surveying (D) cookie tracking

8. Most EC applications are based on: (A) "push" operations (B) "pull" operations (C) inventory models (D) the routine order replenishment model

二、Terminology explanation questions (9%)

(1) stickiness (2) e-co-ops (3) Consortium trading exchange (CTE)

PART B

(1) Describe the differences between a website and an information system. [10 marks]

(2) Select any one of the following websites/company: skype.com, amazon.com, youtube.com and eztravel.com.tw.

　　2.1　Describe the potential users of the website. [5 marks]

　　2.2　The 5 different information technologies that are used for its implementation. [5 marks]

　　2.3　Discuss how the website helps to make profit for the website/company. [5 marks]

PART C Answer the following questions in English. (25 points)
(Extremely Important Note: You may lose credits if you fail to write down the answers in English.)

1. Briefly describe the requirements for secure electronic commerce. (15 points)
   (Extremely Important Note: You may lose credits if you fail to write down the answers in English.)

2. List at least five reasons why people visit the Web sites of commercial companies. (5 points).
   (Extremely Important Note: You may lose credits if you fail to write down the answers in English.)

3. List at least five software components that large and complex electronic commerce sites can include in addition to a catalog display, shopping cart capabilities, and transaction processing. (5 points).
   (Extremely Important Note: You may lose credits if you fail to write down the answers in English.)

PART D

1. (12%) What should middlemen (= intermediary) do to adopt the impact of electronic commerce?
2. (13%) What are the differences in consumer behavior between traditional commerce and electronic commerce(means that the customer shops online quite often)?