

考生作答須知：單選題 25 題，每題 2 分。問答題 10 題，每題 5 分。共計：100 分。

I. 單選題 (50%)

1. Which of the following represents buyer power in Porter's Five Forces Model?  
A) Low when buyers have many choices of whom to buy from and high when their choices are few  
B) High when buyers have many choices of whom to buy from and low when their choices are few  
C) Low when buyers have many customers of whom to buy from and low when their customers are few  
D) High when buyers have many customers of whom to buy from and low when their customers are few
2. What is a special-purpose knowledge-based information system that accomplishes specific tasks on behalf of its users?  
A) Intelligent systems  
B) Artificial intelligence  
C) Neural network  
D) None of the above
3. What is a sequential, activity-based process in which each phase in the SDLC is performed sequentially from planning through implementation and maintenance?  
A) RAD methodology  
B) Agile methodology  
C) Waterfall methodology  
D) None of the above
4. Managers as planners, organizers, coordinators, decision makers, and controllers describe the principles of the:  
A) Classical model of management  
B) Interpersonal model of management  
C) Transactional model of management  
D) Virtual organization
5. Machine language:  
A) is the language the computer executes  
B) is a set of programs written for specific functions performed by end-users  
C) is special system software that translates a high-level language into machine language for execution by the computer  
D) is written in a high-level language that must be translated into machine language to be executed by the computer.
6. The present value is found by the formula:  
A)  $(\text{Total benefits} - \text{Total cost} - \text{Depreciation}) / \text{Useful life}$   
B)  $\text{Present value of cash inflows} / \text{Investment}$   
C)  $\text{Payment} * (1 - (1 + \text{interest})^{-n}) / \text{Interest}$   
D)  $\text{Net benefit} / \text{Total initial investment}$

7. The \_\_\_\_\_ model is used to describe the interaction of external forces that affect an organization's strategy and ability to compete.  
A) Network economics  
B) Competitive forces  
C) Demand control  
D) Competitive advantage
8. The organization's rules for sharing, disseminating, acquiring, standardizing, classifying, and inventorying information is called a(n)  
A) Data definition file  
B) Data quality audit  
C) Data governance policy  
D) Information policy
9. Which of the following best describes why small world theory is important to e-commerce?  
A) The products bought online by one individual will influence purchases by others  
B) Global products create a global community  
C) The greater the number of people using your product, the more valuable it becomes  
D) You do not need to attract a large consumer base to become profitable
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 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
12. Strategic decision making:  
A) Is concerned with efficient and effective use of resources.  
B) Determines how to carry out specific tasks set by senior management.  
C) Determines how well operational units are performing.  
D) Determines the long-term policies of the organization.
13. 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
14. 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

15. 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
16. The four major types of competitive strategy are:
  - A) Low-cost leadership; substitute products and services; customers; and suppliers
  - B) Low-cost leadership; product differentiation; focus on market niche; and customer and supplier intimacy
  - C) New market entrants; substitute products and services; customers; and suppliers
  - D) Low-cost leadership; new market entrants; product differentiation; and focus on market niche
17. Acceptance testing:
  - A) Includes all the preparations for the trials
  - B) Tests the functioning of the system as a whole in order to determine if discrete modules will function together as planned
  - C) Tests each program separately
  - D) Provides the final certification that the system is ready to be used in a production setting
18. Some domestic firms are outsourcing systems development work or maintenance of existing systems to external vendors in another country, a process known as:
  - A) Domestic outsourcing
  - B) Offshore software outsourcing
  - C) Foreign franchising
  - D) Global development
19. What is slice-and-dice capability?
  - A) Involves the aggregation of information and features simple roll-ups to complex groupings of interrelated information
  - B) The ability to look at information from different perspectives
  - C) Enables users to get details, and details of details, of information
  - D) Finds the inputs necessary to achieve a goal such as a desired level of output
20. 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
21. What is intangible creative work that is embodied in physical form?
  - A) Intellectual property
  - B) Copyright
  - C) Pirated software
  - D) Fair use doctrine
22. The Sarbanes-Oxley Act:
  - A) Requires financial institutions to ensure the security of customer data
  - B) Specifies best practices in information systems security and control
  - C) Imposes responsibility on companies and management to safeguard the accuracy of financial information
  - D) Outlines medical security and privacy rules

- 23 Which of the following are most likely to rely primarily on production reports for their decision-making needs?
- A) Operational employees and supervisors
  - B) Analytic modelers
  - C) Senior managers
  - D) Business analysts
- 24 A(n) TV Internet receiver:
- A) Provides Web surfing and e-mail capabilities using a television set, receiver, and a wireless keyboard
  - B) Has a small screen and keyboard for browsing the Web and exchanging e-mail in addition to providing voice communication
  - C) Is a network computer with minimal local storage and processing capability
  - D) Is a wireless handheld personal digital assistant with e-mail and Internet service
- 25 What can analytical CRM modeling tools discover?
- A) Identify opportunities for expanding customer relationships
  - B) Identify opportunities for cross-selling
  - C) Identify opportunities for up-selling
  - D) All of the above

## II. 問答題 (50%)

1. Describe the primary users and primary business benefits of CRM, SCM, and ERP applications.
2. In the telecommunications world, what is meant by centralization and decentralization? What types of companies do you think are likely to subscribe to each philosophy? Give a real-world example of each.
3. You have been hired by a national furniture leasing company to implement its first business intelligence systems and infrastructure. To prepare for your initial report, describe the types of data in their firm they can use to support business intelligence and the systems that you will implement to support both their power users and casual users, and explain how these systems or tools work together.
4. How do the Internet and Internet technology work and how do they support communication and e-business?
5. What is a business process? Give two examples of processes for functional areas of the business and one example of a cross-functional process.
6. Discuss the issue of security challenges on the Internet. List at least 10 Internet security challenges.
7. There are four pitfalls to avoid in the management of the systems development project. What are they? Which of the four do you think occurs most often? Why?
8. How does Porter's competitive forces model help companies develop competitive strategies using information systems?
9. What are business processes? How are they related to information systems?
10. Explain the multidimensional nature of data warehouses (and data marts) and the business value gained from multidimensional analysis.