

問答題，共 8 題，總分 100 分

1. Explain how a search engine, such as Google, work? (10%)
2. Explain how a firm can evaluate her performance using the traditional financial measures and non-financial measures such as balanced scorecard, respectively? (20%)
3. Describe how information systems can support quality improvements? (6%)
4. The emergence of Internet has dramatically changed business models. Can you list and explain some of the Internet business models that have emerged due to the invention of Internet? (16%)
5. What is Management Information System? (6%)
6. How to use the new disruptive technology, Cloud Computing, to achieve company's competitive advantage? Can you give a real-world example? (15%)
7. How do information systems contribute to a company's strategic advantages? (15%)
8. Is using a social networking site, such as MySpace.com, a good way to promote products? Why or why not? (12%)