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> 注意事項：
> 1、各考科一律可使用本校提供之電子計算器，**考生不得使用自備計算器**，違者該科不予計分。
> 2、請於<u>答案卷</u>上規定之範圍作答，違者該題不予計分。

一、 問答題 (20 points，任選兩題回答)

1. 請舉例說明如何使用試算表的選擇供應商功能，來分析供應商的績效與定價策略。

2. 請舉例說明如何使用資料庫來調整商業策略(例如：餐廳預約系統及顧客分析)。

3. 假設取得碩士未來應徵大型企業的「製造管理製程(Manufacturing Management Program)團隊」總工程師的面試問題，你要如何領導 ERP 或 JDA 製造系統團隊。

4. 近年來共享經濟的概念逐日加溫，台北市有連鎖咖啡店提供背包客跟自助旅行遊客寄放行李的業務，可以提供人潮跟顧客的進出量，每月還可以增加收入。請問咖啡店老闆需要你幫他設計什麼樣的系統，可以讓想寄放行李的旅客找到適合的寄放行李點？因為老闆看不懂電腦程式，請繪圖向他說明。

二、 選擇題 (80 points)

1. **Which business objective were competitors seeking when they rushed to provide ATMs after Citibank introduced the first ATMs in New York?**

   A) Customer and supplier intimacy
   B) Survival
   C) Competitive advantage
   D) Improved decision making
   E) Improved efficiency

2. Which of the following is an example of a business using information systems to create new products and services?

A) Apple's creation of the iPad

B) Walmart's Retail Link system

C) JCPenney's information system that allows its contract manufacturers to see what garments have been sold and need to be replaced

D) Verizon's web-based digital dashboard providing real-time company information for managers

E) The Mandarin Oriental's use of computers to keep track of guests' preferences

3. Identifying potential customers for the businesses' products or services is an activity associated with the _____ function.

A) manufacturing and production

B) technology

C) sales and marketing

D) human resources

E) finance and accounting

4. Engineers and scientists are examples of:

A) production workers.

B) operational management.

C) middle management.

D) senior management.

E) knowledge workers.

5. Which of the following is *not* one of the competitive forces in Porter's model?

A) Customers
B) External environment
C) Competitors
D) Suppliers
E) Technology

6. Which of the following can force a business and its competitors to compete on price alone?

A) Transparent marketplace
B) High product differentiation
C) Poor process efficiency
D) Demand control
E) Multiple competing suppliers

7. Which of the following is *not* one of the current key technology trends that raises ethical issues?

A) Increase in data quality
B) Decline in data storage costs
C) Advances in data analysis
D) Advances in networking technology
E) Doubling of computing power every 18 months

8. Which of the following is *not* an example of the potential dark side of big data?

A) Use of a device installed in a car to analyze driving habits

B) Police visits to individuals whom a computer system identified as likely to commit a crime in the future

C) Use of computerized systems to filter and hire job applicants

D) Use of a predictive modeling system that predicts life expectancy by using data about individual consumers' buying habits as well as personal and family medical histories

E) Analyzing data from sensors installed in local parks to monitor soil moisture

9. Software used to apply the computer to a specific task for an end user is called:

A) system software.

B) application software.

C) data management software.

D) network software.

E) web services software.

10. Which of the following is an example of a legacy system?

A) Scalable grid computing system
B) MDM software
C) Transaction processing system running on a mainframe
D) Quantum computing system
E) Web services running on a cloud computing platform

11. The process of streamlining data to minimize redundancy and awkward many-to-many relationships is called:

A) data cleansing.
B) data administration.
C) data scrubbing.
D) normalization.
E) data management.

12. You are working in the IT department of a small paper supply company and planning a new database that monitors employee benefits and productivity. What would be the relationship you need to establish between Employee_ID in the Employee table and Parking_spot_number in the Perks table?

   A) Many-to-one
   B) One-to-many
   C) One-to-all
   D) One-to-one
   E) Many-to-many

13. The Internet is based on which three key technologies?

   A) TCP/IP, HTTP, and packet switching
   B) Email, instant messaging, and newsgroups
   C) Client/server computing, packet switching, and HTTP
   D) Client/server computing, packet switching, and the development of communications standards for linking networks and computers
   E) TCP/IP, HTML, and HTTP

14. The telephone system is an example of a _____ network.

   A) wireless
   B) packet-switched
   C) peer-to-peer
   D) circuit-switched
   E) client/server

15. Most computer viruses deliver a:

   A) keylogger.
   B) worm.
   C) Trojan horse.
   D) drive by download.
   E) payload.

16. Which of the following statements about wireless security is *not* true?

   A) Bluetooth is the only wireless technology that is not susceptible to hacking by eavesdroppers.
   B) Radio frequency bands are easy to scan.
   C) An intruder who has associated with an access point by using the correct SSID is capable of accessing other resources on the network.
   D) Intruders can force a user's NIC to associate with a rogue access point.
   E) SSIDs are broadcast multiple times and can be picked up fairly easily by sniffer programs.

17. From your point of view, your company chose enterprise resource planning software from which of the following ERP vendors is better fit a Shoe manufacturing company?

    A) Google

    B) Apple

    C) Microsoft

    D) SAP

    E) BenQ

18. Enterprise systems improve management decision making in all the following ways *except*:

    A) improving forecasts of consumer behavior.

    B) determining the profitability of products.

    C) providing more accurate sales and production forecasts.

    D) providing up-to-the-minute data on sales, inventory and production.

    E) implementing standard definitions and formats worldwide.

19. All of the following are examples of "on demand" companies *except*:

    A) Sidecar.

    B) Instagram.

    C) Uber.

    D) Airbnb.

    E) Lyft.

20. What standards are referred to when discussing universal standards as a unique feature of e-commerce?

    A) Internet technology standards

    B) Universal advertising and media format standards

    C) Universal measuring standards

    D) EDI standards