Part I. Multiple Choice (30%，單選題@3%，答案請用大寫英文字母直接寫在答案卷上)

1. Which of the following is a method of obtaining relevant information on networks by having a computer broadcast information directly to the user based on prespecified interests?
   A. Push technology
   B. Pull technology
   C. Request-based service
   D. Clickstream advertising
   E. Digital broadcasting

2. Wireless computing where users move from wireless hot spot to wireless hot spot to gain network or Internet access best describes:
   A. collaborative computing.
   B. I-mode computing.
   C. location-based computing.
   D. nomadic computing.
   E. mobile computing.

3. The underlying personality disposition toward decision making is called the:
   A. cognitive style.
   B. personal bias.
   C. systematic approach.
   D. behavioral indicator.
   E. model of rationalization.

4. When tailoring a particular aspect of a system to the way a company does business, enterprise software can provide the company with:
   A. conversion manuals.
   B. project workbooks.
   C. data dictionaries.
   D. state transition diagrams.
   E. configuration tables.

5. A distortion of information about the demand for a product as it passes from one entity to the next across the supply chain is called:
   A. bullwhip effect.
   B. ripple effect.
   C. replenishment effect.
   D. exponential effect.
   E. cumulative effect.

6. A competitive strategy for creating brand loyalty by developing new and unique products and services that are not easily duplicated by competitors best describes:
   A. focused differentiation.
   B. low-cost producer.
   C. product differentiation.
   D. quality differentiation.
   E. marketing differentiation.

7. A measurement of the depth and detail of information that a business can supply to the customer as well as information the business collects about the customer best defines:
   A. reach.
   B. intensity.
   C. micromarketing.
   D. richness.
   E. channel leveling.

8. _____ is the collection, examination, authentication, preservation, and analysis of data held on or retrieved from computer storage media in such a way that the information can be used as evidence in a court of law.
   A. Sniffing
   B. Spoofing
   C. Computer crime
   D. Computer forensics
   E. none of the above.

9. Which of the following Internet business models provides a digital environment where buyers and sellers can meet, search for products, display products, and establish prices for those products?
A. Portal
B. Virtual community
C. Online marketplace
D. Transaction broker
E. Online service provider

10. The removal of organizations or business process layers responsible for certain intermediary steps in a value chain is called:
A. disintermediation.
B. reintermediation.
C. customer self-service.
D. pure-play.
E. dynamic provision.

Part II. Short-Answer Questions (20%, 簡答題@5%)

1. 臺北市政府於2006年6月獲智慧社區論壇（Intelligent Community Forum, ICF）評選為全球智慧社區(城市)首獎，充分展現臺北網路新都各項數位建設發展及無線寬頻網路建設成果。請問其中無線網路基礎建設所運用的主要無線網路技術和標準為何？

2. Identify three major enterprise applications (請勿單單使用首字母縮寫)。

3. 研究發現凡是除了科技投資之外，同時也投資於新的企業流程、組織文化、和教育訓練的公司均能獲得高投資報酬。反之，沒有做這些投資的公司只能有較低甚至沒有任何投資報酬。請問我們如何稱呼這些使主要投資產生價值的其他投資？這些投資同時也能解釋不同公司資訊科技投資報酬的變異。公司為了實現資訊科技投資的價值需要在哪三類進行投資？

4. List the three basic operations of the relational database.

Part III. Essay Questions (50%，問答題)

1. 組織中常見的資訊系統(Information Systems)有哪些？請分別說明各種資訊系統的主要使用者、資訊系統內涵及特性。(20%)

2. 何謂系統生命週期(System Lifecycle)？資訊系統的生命週期包括哪些階段？請說明資訊系統的生命週期各階段的主要工作項目及最後產出的結果。(20%)

3. 如果你的朋友請你幫他下載網路資料，而你不確定此種資料下載行為是否違法的時候，你會怎麼辦？(10%)