重要注意事項:

a. 答案卷必須以橫式(順著格線)書寫。Part I 的答案必須在第一頁,Part II 請從第二頁開始作答。

b. 是非和選擇題的答案,一橫行只能寫 5 個答案,題號須標示清楚。

c. 請務必仔細閱讀本注意事項,違反本注意事項之規定者一律扣十分。

Part I. Case Study of Coca-Cola

Coca-Cola is one of the most recognized companies on Earth, with a soft drink empire in nearly 200 countries. Although it dominates most world markets, the company faces very tough business challenges. Coca-Cola today derives more than half of its revenue from countries outside North America. Sales growth has slowed abroad, as consumers turn to local beverages whose flavors or brand names are not in the Coca-Cola lineup. Coke faces competition domestically from new sources such as bottled waters and health drinks. PepsiCo Inc., the company's main rival, recently restructured its North American business to take away some of Coke's market share.

Coke is counting on a major information systems initiative to stay competitive. It is implementing enterprise resource planning (ERP) software from SAP within its own organization and extending this system to other companies, such as its bottling partners. The new system will link Coke and its suppliers together into an extended enterprise where they can pool resources, share best practices, and leverage their combined size to obtain lower raw materials cost. Another goal is to share sales information and increase communication with partners so that they can react rapidly to market changes and deploy products efficiently to the places where they are most likely to sell.

Creating an interconnected enterprise requires a standard information architecture that will allow all participants to share data and provide a standard view of the business in terms of brands, customers, and packages. Once completed, Coke should be able to answer questions such as what bottling plants and what channels were used to sell Coca-Cola in a 500 milliliter plastic bottle in a Singapore supermarket and achieve better control over its supply chain. Improved forecasting and production planning will also help Coca-Cola and its partners reduce the costs of making and shipping products. Coke and its partners will be able to exchange electronic purchase orders and key inventory information.

The system will capture detailed sales and promotional data for each of Coke's five major operating groups in North America, Europe, the Middle East, and Asia and will integrate this information with details from manufacturing, finance, and procurement. To make data flow seamlessly, Coca-Cola established standards for software running on desktop and larger computers, network services, document technology, security, and applications.

Coca-Cola's bottlers are independent companies, and Coke had to make special efforts to convince them to participate in the ERP system. All of the company's 11 anchor bottlers (major partners in which Coke has a controlling stake) are rolling out the ERP applications at their own pace. Coke hopes that many more of the 1,000 other bottlers it uses around the world will eventually switch to the new system as well.

Coke is now working on establishing electronic links to customers such as Burger King, McDonald's, Wal-Mart, and other business partners such as Alcoa, Reynolds Metals, and Archer Daniels Midland. Coke's electronic integration internally and externally should prove to be a powerful weapon.

注意:背面有試題

參考用

Please answer the following 20 questions.

A. True-False Questions (是非題) @2% (20%) (You MUST answer "T" or "F"，否則多扣 5 分)

1. SAP is implemented by Coca-Cola to better manage its supply chain and demand chain.
2. SAP R/3 is an example of the application generators of the fourth-generation language.
3. Enterprise systems require complex pieces of software and large investments of time, money, and expertise.
4. ERP implementation is a project of very high risk with its size and required IT skills.
5. Extended enterprise is a synonym of industrial network.
6. Coca-Cola's extended enterprise is an example of horizontally-organized industrial network.
7. ERP enables Coca-Cola to redefine its boundaries by allowing Coca-Cola and its partners to exchange purchase orders electronically.
8. In gaining competitive advantage vis-à-vis strategic necessity, Coke's ERP can be categorized as a strategic information system.
9. Sales and distribution is the functional module in ERP most appropriate to provide a standard view of the business in terms of brands, customers, and packages.
10. Integration, both internal and external, is one of the major characteristics of ERP system.

B. Multiple Choice Questions (單選題) @3% (30%) (請留意答案小寫字母的清晰)

1. Coke and its partners exchange purchase orders electronically is an example of:
   a. BtoB EC
   b. BtoC EC
   c. e-Business
   d. none of the above.
2. The ERP software can be best categorized as a(n):
   a. MIS
   b. DSS
   c. OAS
   d. TPS.
3. The total cost of ownership (TCO) of ERP software include the following EXCEPT:
   a. license fees
   b. internal staff cost
   c. professional services
   d. none of the above.
4. Business challenges faced by Coca-Cola include the following EXCEPT:
   a. poor coordination between Coca-Cola and its bottling partners
   b. increased domestic competition
   c. slowing foreign sales
   d. none of the above.
5. The capabilities of the ERP software include the following EXCEPT:
   a. coordinate production and ordering electronically
   b. forecast demand
   c. monitor inventory levels
   d. none of the above.
6. In the extended enterprise, Coca-Cola and its partners can leverage their combined size to obtain lower raw materials cost. This is an example of lowering:
   a. agency cost
   b. transaction cost
   c. communication cost
   d. none of the above.
7. The ERP software is used mostly for solving:
   a. structured decisions
   b. unstructured decisions
   c. semi-structured decisions
   d. none of the above.
8. The competitive forces faced by Coca-Cola include:
   a. industry rivals
   b. substitute products
   c. suppliers
   d. both a and b
   e. all of the above.
9. The competitive strategy used by Coca-Cola is the following EXCEPT:
   a. becoming low-cost producer
   b. developing tight linkage to customers/suppliers
   c. product differentiation
   d. none of the above.
10. Which term best describes the feature of providing a standard view of the business in terms of brands, customers, and packages?
    a. functionality
    b. process-orientation
    c. subject-orientation
    d. none of the above.

Part II.

A. Multiple choice (單選題) @3% (18%)

1. What statement is not true regarding a Web server?
   a. It provides access control, determining who can access particular directories or files on the Web server.
   b. It is a hardware platform.
   c. It enables management and administration of both the server functions and the contents of the Web site.
   d. It logs the transactions that the users make.

2. The ___ organization stands in sharp contrast to the typical bureaucracy that has many vertical levels of management and where control is sought through ownership.
   a. virtual
   b. team
   c. limitless
   d. matrix.

3. In enterprise information systems planning, the "Scenario planning approach" is gaining in popularity. Which one of the following descriptions is not true?
   a. The approach is normally supported by computer-based decision support systems
   b. It is often called a "phased" or "stage" system planning
   c. It provides flexibility
   d. It is driven by the key words "what if".

4. Which of the following statements is not true in describing the extranet?
   a. It is comprised of a wide variety of components, such as Intranets, web servers, and tunneling technology
   b. Security and privacy are major concerns in building firm's extranet
   c. It uses TCP/IP protocol to link intranets in different locations
   d. It is implemented in a centralized environment.

5. Jacob works for Compudot, a computer software development company. He has heard rumors that the company has not met profit expectations for the year and that management is going to "shake up the company" by doing "something drastic." Which of the following options best meets the idea of drastic change?
   a. Flexible hours
   b. JCM
   c. TQM
   d. Reengineering.

6. Which of the following statements describing intranet is incorrect?
   a. It can be used to enhance the communication among authorized employees, customers, suppliers, and other business partners
   b. It is a corporate LAN or WAN that uses Internet technology
   c. Provides the infrastructure for inter-business commerce applications
   d. Does not require any additional implementation of leased networks

B. Short essay questions. @6%

Below are two statements regarding conditions that are necessary for success of an electronic market. For each, briefly (in 30 words) explain why you agree or disagree:

1. The market should be fragmented on both the buying and selling side, with a lot of vendors and a lot of buyers and no overly dominant player on either side.
2. If a certain market is already efficient, there is no sense moving it online.

C. Essay question @20%

Describe the relationships between B2B EC with supply chain management, procurement management, electronic marketing, intranet, and extranet.

參考用