

所別：資訊管理學系碩士班 甲組 科目：管理資訊系統  
乙組

Instructions: (Before you start, read all the instructions carefully.)

- a. 答案必須沿著答案卷的橫格線從左到右橫式書寫。所有選擇題答案(大寫 ABCDE)須寫在答案卷的第一頁，違者扣五分。  
b. 本試題共分三部分，分別是選擇題(20%)，填充題(30%)，和問答題(50%)。

Part I. Multiple Choice Questions (Choose the BEST one that answers the question) @2%

- The most successful solutions or problem-solving methods for consistently and effectively achieving a business objective best describes:  
A. business module. B. formal system.  
C. business process. D. best practices.  
E. mission statement.
- Which of the following is not a major supply chain process as defined by SCOR?  
A. Plan B. Check  
C. Source D. Make  
E. Deliver
- A supply chain driven by production master schedules based on forecasts or best guesses of demand for products best describes:  
A. pull-based model. B. consumption-based model.  
C. push-based model. D. replenishment-based model.  
E. just-in-time.
- Which of the following is used for knowledge discovery?  
A. Expert systems B. Transaction processing systems  
C. Case-based reasoning D. Datamining  
E. Fuzzy logic
- Organizational knowledge can be captured and stored using:  
A. case-based reasoning. B. neural networks.  
C. user-defined techniques. D. backward chaining.  
E. logical rules.
- The two principal methodologies for establishing the essential information requirements of the organization as a whole are:  
A. enterprise analysis and reengineering. B. strategic analysis and rationalization of procedures.  
C. paradigm shift and business systems planning. D. enterprise analysis and critical success factors.  
E. strategic analysis and paradigm shift.
- In the design of a new system, "stakeholders" are:  
A. managers who control the information input to the new system.  
B. those who have a direct interest in the information affected by the new system.  
C. end users who use the reports from the new system.  
D. those who will pay for the new system.  
E. the entire organization.
- Which of the following allows a Web service to be listed in a directory of Web services so that it can be easily located by other organizations and systems?  
A. SOAP. B. WSDL.  
C. UDDI. D. HTTP.  
E. XML.
- If you need to take into account the cost, earnings, and time value of money, you will use the \_\_\_\_\_ budgeting model.  
A. internal rate of return B. profitability index  
C. net present value D. cost-benefit ratio  
E. payback method
- The concept of participatory design is closely linked to the concept of:  
A. core systems. B. management implementation.  
C. systems design. D. sociotechnical design.  
E. technical efficiency.

注意：背面有試題

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Part II. Fill In the Blanks (30%, 填充題@3%)

1. \_\_\_\_\_ refers to the distortion of information about the demand for a product as it passes from one entity to the next across the supply chain.
2. \_\_\_\_\_ markets complementary products to customers.
3. \_\_\_\_\_ is the expertise and experience of organizational members that has not been formally documented.
4. \_\_\_\_\_ is the creation of new standard operating procedures and business processes that reflect the organization's experience.
5. A(n) \_\_\_\_\_ is a formal review process conducted after a system has been placed in production to determine how well the system has met the original objectives.
6. \_\_\_\_\_ refers to a set of rules that allows Web services applications to pass data and instructions to one another.
7. The uneven result of the studies to quantify the benefits from information technology has been termed the \_\_\_\_\_.
8. The distribution of large numbers of requests for access among multiple servers so that no single device is overwhelmed is called \_\_\_\_\_.
9. Because new information systems can be highly disruptive to the organization, successful system building requires careful \_\_\_\_\_.
10. The practice of contracting information systems work to external vendors is \_\_\_\_\_.

Part III. Essay Questions (50%, 問答題)

說明：請用中文回答，不可直接翻譯本文，違者以零分計。

1. In June 2006, ForSee Results and FGI Research released its annual Top 40 Online Retail Satisfaction Index, and for the second year in a row, Netflix and Amazon outperformed brick-and-mortar multichannel merchants. Netflix.com was the leader in browser satisfaction, with a score of 85, followed by Amazon.com at 83 and QVC.com and Newegg.com, each at 82, according to the report. Twenty-nine of the 37 companies that were measured this spring and during the 2005 holiday season posted higher customer satisfaction scores in the latest study, according to the report. When the top 40 sites were compared to their scores a year ago, 24 had a lower rating, and six remained the same, according to the study. Only seven online retailers raised their scores. From the customer satisfaction perspective, large multichannel retailers on the Web often have a hard time keeping up with Web-only merchants and successful direct marketers. For instance, an analysis of browser satisfaction levels reveals that three of the top-performing companies are Web-only merchants, which is not surprising given that they can devote all resources to the Web and don't have the challenges of multichannel consistency. Amazon.com is the only company that ranks in the top five for both sales (no. 1) and customer satisfaction (no. 2). Both Netflix.com and Newegg.com achieved the same satisfaction scores this year and last. Among product categories, apparel/accessories merchants had the highest satisfaction score—76—followed by mass merchants at 75. The study noted that the Internet has not become as price-sensitive a channel as expected, and is not being driven primarily by price competition. More often, site experience or brand is the most influential driver of satisfaction among the top 40 retailers. Nurturing loyalty among browsers means online retailers must meet their needs and exceed their expectations, the study said.
  - (a) Please define e-commerce and describe how it differs from e-business. (5%)
  - (b) Please identify the major features of the online retail sector. (10%)
  - (c) Please identify the challenges faced by the different types of online retailers. (10%)
2. In July 2006, eBay announced that its customers won't be able to use Google Checkout, a service launched by Google in June 2006 that lets online shoppers store credit card and address information with Google so they don't have to re-enter the same information each time they buy an item from a different Web site. Google Checkout is now listed among other payment services—including Netpay.com, Qchex.com, ePassporte.com and BillPay. ie—that are not permitted on eBay. Although Google has insisted that Google Checkout is not intended to compete with PayPal, apparently eBay is not so sure.
  - (a) Please describe the major B2C business models. (10%)
  - (b) Please describe the different types of online communities and their business models. (10%)
  - (c) Please describe the potential for online auction abuse and fraud. (5%)