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

a. 答案卷必須以橫式書寫。是非和選擇題答案須寫在同一頁，一橫行只能寫 5 個答案，違者扣十分。

b. 本試題共分三部分，分別是是非題，選擇題，和問答題。

c. 請仔細閱讀所附個案—"UPS Competes Globally Using Information Technology" 並據以回答第一部份的 15 題是非和第二部份的 10 題選擇，每題兩分。

Part I. True-False Questions (You MUST answer "T" or "F" for questions in Part I，否則扣 10 分)

1. UPS's business strategy can be described as "best service and lowest rates."
2. Package information can be accessed at various points along the route from sender to receiver.
3. The processing of the package tracking system is to deliver the package along the delivery route.
4. Cellular telephone network is used by UPS customer service representatives to service UPS customers.
5. UPS Document Exchange is a new service delivered by UPS drivers.
6. UPS competes "globally" would not be possible without information technologies.
7. Web site is one of the information technologies used by UPS.
8. Jim Casey and Claude Ryan have successfully run UPS for more than 90 years.
9. UPS delivers packages and documents to more than 200 countries and territories.
10. UPS has yielded 11 billions in revenue from using appropriate information technologies.
11. Package tracking system provides UPS a competitive advantage over Federal Express.
12. The types of main computers of UPS are Mahwah and Alpharetta, respectively.
13. Every UPS driver to transmit package information uses cellular telephone.
14. UPS can intercept a package prior to delivery upon the sender's request.
15. Once fed into the central computer, the package information can be used throughout the delivery process.

Part II. Multiple Choice Questions (Choose the BEST one that answers the question)

1. Who is responsible to input the package information into the package tracking system?
   - a. UPS drivers
   - b. UPS sales representatives
   - c. UPS customer service representatives
   - d. none of the above.
2. Who can access the package information using the WWW of the Internet?
   - a. UPS drivers
   - b. UPS customer service representatives
   - c. UPS Customers
   - d. both b and c
   - e. all of the above.
3. Package information can be entered into the package tracking system by using
   - a. DIAD
   - b. bar code device
   - c. both a and b
   - d. none of the above.
4. What would happen if these technologies were not available?
   - a. UPS would keep running as usual.
   - b. UPS would not be able to run as efficiently as before.
   - c. UPS would stop running immediately.
   - d. UPS would go bankrupt.
5. UPS customers can access the package information using
   - a. WWW
   - b. special package tracking software
   - c. phone
   - d. both a and b
   - e. all of the above.
6. Marshall Industries is a _____ of UPS.
   - a. customer
   - b. Subsidiary
   - c. competitor
   - d. none of the above.
7. UPS drivers can transmit and receive information using
   - a. truck's vehicle adapter with DIAD in place
   - b. internal radio in the DIAD
   - c. both a and b
   - d. none of the above.

8. Using the package tracking system, _____ can monitor packages throughout the delivery process.
    a. UPS
    b. customers of UPS
    c. customers of Marshall Industries
    d. both a and b
    e. all of the above.

9. Federal Express mentioned in the case is a(n) _____ of UPS.
    a. customer
    b. alliance
    c. competitor
    d. none of the above.

10. Which one of the following is NOT one of the services delivered by UPS's web site?
    a. package tracking
    b. delivery route checking
    c. shipping rate calculation
    d. pickup scheduling
    e. none of the above.

Part III. Essay Questions (50%)

1. 實徵研究顯示，企業組織應用資訊科技與通訊科技的實務影響，是有助於集權式的管理模式或是有助於授權式的管理模式運作效能？為什麼？(10%)

2. 何謂 SIS？並舉實例說明之。(10%)

3. 設計決策支援系統的使用者介面時需考慮哪些特別考量？為什麼？(10%)

4. 群體決策程序分為哪些階段？如何以資訊科技來提昇各階段的工作效率？(10%)

5. 規劃設計組織資訊系統時應考量哪些輸入原則？哪些輸出原則？哪些資訊處理原則？為什麼？(10%)

附錄：個案—UPS Competes Globally Using Information Technology

United Parcel Service (UPS), the world's largest air and ground package-distribution company, started out in 1907 in a closet-size basement office. Jim Casey and Claude Ryan—two teenagers from Seattle with two bicycles and one phone—promised the "best service and lowest rates." UPS has used this formula successfully for more than 90 years.

UPS still lives up to that promise today, delivering more than 3 billion parcels and documents each year to the United States and to more than 200 other countries and territories. The firm has been able to maintain its leadership in small-package delivery services in the face of stiff competition from Federal Express and Airborne Express by investing heavily in advanced information technology. During the past decade, UPS has poured more than $11 billion into technology to boost customer service while keeping costs low and streamlining its overall operations.

Using a handheld computer called a Delivery Information Acquisition Device (DIAD), UPS drivers automatically capture customers' signatures along with pickup, delivery, and time-card information. The drivers then place the DIAD into their truck's vehicle adapter, an information-transmitting device that is connected to the cellular telephone network. (Drivers may also transmit and receive information using an internal radio in the DIAD.) Package tracking information is transmitted to UPS's computer network for storage and processing in UPS's main computers. In Mahwah, New Jersey, and Alpharetta, Georgia. From there, the information can be accessed worldwide to provide proof of delivery to the customer or respond to customer queries.

Through its automated package tracking system, UPS can monitor packages throughout the delivery process. At various points along the route from sender to receiver, a bar code device scans shipping information on the package label; the information is fed into the central computer. Customer service representatives can check the status of any package from desktop computers linked to the central computers and are able to respond immediately to inquiries from customers. UPS customers can also access this information directly from their own computers, using either the World Wide Web of the Internet or special package tracking software supplied by UPS.

Anyone with a package to ship can access the UPS Web site to track packages, check delivery routes, calculate shipping rates, determine time in transit, and schedule a pickup. Businesses anywhere can use the Web site to arrange UPS shipments and bill the shipments to the company's UPS account number or to a credit card. The data collected at the UPS Web site are transmitted to the UPS central computer and then back to the customer after processing. UPS also provide tools that enable its customers to embed UPS functions, such as tracking and cost calculation, into their own Web sites and information systems. For example, customers of Marshall Industries can use Marshall's Web site to access UPS tracking information and find out about the status of their orders. UPS started a new service called UPS Document Exchange to deliver business documents electronically using the Internet. The service provides a high level of security for these important documents as well as document tracking.

UPS is enhancing its information system capabilities so that it can guarantee that a particular package, or group of packages, will arrive at a destination at a specified time. If requested by the customer, UPS can intercept a package prior to delivery and have it returned or rerouted.