※ 考生請注意：本試題不可使用計算機。　請於答案卷(卡)作答，於本試題紙上作答者，不予計分。
共五大題，總分 100 分。

1.　What are the main roles and tasks of a company's Chief Information Officer? (15%)

2.　What is O2O mobile commerce? (10%) What are the challenges to the success of an O2O business model? (10%)

3.　Please describe the concept of Bring Your Own Device (BYOD). (10%) What are the main problems of the two management solutions for BYOD, Mobile Device Management (MDM) and Mobile Application Management (MAM)? (10%)

4.　What is Wikinomics? (10%) Give an example of Wikinomics and introduce its business model. (15%)

5.　What is the recent ICT product, augmented reality (AR)? (5%) Give an example of it. (5%) Is it going to be as successful as internet/web or doomed to be a failure in the future? Give your comments on this new technology. (10%)