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A、Short questions for discussion

A-1. "The most explosive growth in software as a service (SaaS) offerings has been for customer relationship management." Discuss the implications of this statement and use a case company to illustrate its point. (10%)

A-2. Name three main e-commerce business models and use Apple, Google, and Amazon to serve as an example to describe that category. (15%)

A-3. Describe how computer-aided design (CAD) and virtual reality (VR) can support knowledge work and provide value for firms? (10%)

A-4. YouTube is one of the most popular video-sharing Web site in the world. Companies like YouTube provide examples to illustrate how the Internet is providing new ways to distribute and sell the services. Describe how disruptive technologies can create strategic opportunities and change the landscape of the industry. For a "traditional" cable companies, what competitive forces have challenged it and what problems have these forces created? (15%)

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B-1. 單選題: (30%，每題 3%)

(1) _____ is the interaction of people and machines in the work environment, including the design of jobs, health issues, and the end-user interface of information systems.
   a. Prototyping
   b. Feasibility study
   c. Portfolio analysis
   d. Ergonomics
   e. Customization

(2) _____ provides temporary private IP addresses to computer users.
   a. SMTP
   b. PGP
   c. DHCP
   d. NAT
   e. MAC

(3) To prevent the lost-update problem, the DBMS should have some type of _____ mechanism.
   a. cardinality
   b. constraining
   c. composite
   d. multiuser processing
   e. locking

(4) _____ is a formal approach to managing data consistently across an entire organization.
   a. Data warehousing
   b. Data governance
   c. ER modeling
   d. Ontology
   e. Metadata management

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(5) The main problem of the SDLC approach to systems development is the
_____ nature of the process. This refers to the fact that each phase is
meant to be completed and not repeated as the project moves on to the next
phase.
   a. iterative
   b. waterfall
   c. stop-and-start
   d. continuous
   e. contingent

(6) Which of the following is true?
   a. Sniffing is a technique for intercepting computer communications
   b. Drive-by spoofers take computers with wireless connections through an
      area and search for unprotected wireless networks.
   c. A certificate authority verifies the legitimacy of the business sending the
      digital certificate.
   d. Smart cards are convenient and easy to use since they don't require any
      PIN numbers for authentication.
   e. Digital signatures use public keys to encode the hashing message.

(7) Which of the following statement is NOT one of the main tasks of knowledge
   management systems (KMS)?
   a. Creating knowledge repositories where knowledge can be stored and
      retrieved easily.
   b. Managing knowledge as an asset so as to increase the effective use of
      knowledge assets over time.
   c. Restricting knowledge access to prevent its transfer between individuals.
   d. Facilitating knowledge creation by assisting individuals to use various
      computer-based tools and techniques to analyze transaction data and
      generate new ideas.
   e. Enhancing a knowledge environment in order to conduct more effective
      knowledge creation, transfer, and use.

(背面仍有題目,請繼續作答)

系所組別： 資訊管理研究所甲組
考試科目： 管理資訊系統

考試日期：0220，節次：2

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(8) Which of the following is NOT one of the methods you can use to prevent the information stored in your portable devices from unauthorized disclosure?

    a. Keep your portable devices in an unapparent container.

    b. Encrypt the hard drive of your laptop.

    c. Have proactive intrusion detection and prevention software installed on your computer.

    d. Use digital watermarks.

    e. Use two-factor authentication.

(9) _____ refers to the exchange of updated information with other mobile computing devices that stores data

    a. Synchronization

    b. Ubiquity

    c. Location-based mobile computing.

    d. Telematics

    e. Pervasive computing

(10) Which of the following is NOT true?

    a. A group decision support system is an interactive, computer-based system that facilitates a group's efforts to find solutions to semistructured and unstructured problems.

    b. Expert systems attempt to imitate human experts by applying expertise in a specific domain.

    c. Fuzzy logic is computer reasoning that deals with uncertainties by simulating the process of human reasoning.

    d. Credit card companies would most likely use data mining techniques to check for fraudulent credit card use.

    e. Management information systems provide users with a view of what is happening, where decision support systems address why it is happening.

B-2. 簡答題: (20%)

(1) From the perspective of an information system designer/developer, briefly describe 5 primary ethical, social, and political issues regarding the quality of information systems. (12%)

(2) Briefly describe what cloud computing is and its key challenges. (8%)