本試題雙面印刷

I. Multiple Choice Questions (20%)

1. Wikipedia.org is a contemporary web site providing definitions and descriptions of many concepts. If Wikipedia is not peer-reviewed (a group of peers or experts do not verify the quality of information), Wikipedia may not demonstrate which of the following quality attributes?
   a. Relevance
   b. Validity
   c. Authority
   d. Weight

2. What does information granularity refer to?
   a. The quantity of data
   b. The quality of data
   c. The strength of data
   d. The detail in data

3. Businesses typically act as both buyers and suppliers. Which of the following is true regarding the goal of your company as a buyer and as a supplier?
   a. You want to decrease your buyer power and supplier power
   b. You want to decrease your buyer power and increase your supplier power
   c. You want to increase your buyer power and decrease your supplier power
   d. You want to increase your buyer power and increase your supplier power

4. What is a value chain?
   a. The series of business processes, each of which adds value to products or services for your customers
   b. A set of products and services that have proved valuable and profitable for your business
   c. The information or feedback from customers that is then used to improve the quality of your products or services
   d. The series of business partners and team members that are directly responsible for producing and processing a set of products or services for your customers

5. One function in CRM is the sales force automation (SFA) system. What is its purpose?
   a. To track all the steps in the sales process
   b. To track the movements of salespeople so that, at any moment, the company can determine where they are located

背面尚有試題

c. To track products as they move from inventory to the customer

d. To tracks the sales process and the movement of people and products

6.   If you were working on a project with a team whose membership was spread out over the US, Europe, and Asia, you would probably be working on a(n) _____ team.

a. Multi-spectrum

b. Shared partnered

c. Virtual

d. Cross-organizational

7.   If you were to identify and investigate a problem in your organization, what decision making phase would you be in?

a. Design

b. Preliminary or investigative

c. Intelligence

d. Planning

8.   When you make a choice that may not necessarily be the best choice but it meets your needs, you're making a(n) _____ choice.

a. Satisficing

b. Compromising

c. Suitable

d. Strategic

9.   Which of the following business model is based on metering usage?

a. The subscription model

b. The utility model

c. The advertising model

d. The community model

10. If you were traveling abroad and needed to use some software that you did not currently have, and did not want to purchase, what type of software could you rent during this trip?

a. Leasing Online Software and Services (LOSS)

b. Software-as-a-Service (SaaS)

c. Electronic Rental Software (eRent)

d. Application Service Provider (ASP)

II. Define and distinguish between the following pairs of terms. (20%)

1.   Online Transaction Processing vs. Online Analytical Processing

2.   Data Warehouse vs. Data Mart

3.   Selling Prototype vs. Proof-of-concept Prototype

4.   IT Governance vs. IT Management

Essay Questions

III. The three key resources in management information systems (MIS) are information, information technology, and people. Which of these three resources is the most important? Why? The least important? Why? (15%)

IV. In your opinion, according to Porter's Five Forces Model, has competition increased or decreased overall as a result of the Internet and e-commerce. Specifically address each of the five forces in Porter's model. (15%)

V. There are phases in the systems development life cycle. Which one do you think is the hardest? Which one do you think is the easiest? Which one do you think is the most important? Which one do you think is the least important? If you had to skip one of the phases, which one would it be? Please justify each of your answers. (15%)

VI. The following statistics come from a survey performed by InformationWeek/Accenture Global Information Security. They identify the percentage of respondents who use an outsourcer fro some form of security:

- Firewalll management—29 percent
- Intrusion detection management—25 percent
- Messaging protection—18 percent
- Security strategy development—15 percent
- Security governance—11 percent
- End device security—11 percent

Should an organization outsource security? Please justify your answer.