注意事項：
1. 答案依序書寫於答案卷上，不必抄題。
2. 答案卷不可書寫任何可辨別個人姓名或特殊標記，違者不予計算。
3. 請於試題紙上填寫准考證號碼，繳卷時「試題」、「答案卷」一併繳回。

一・選擇題: 每題 3 分

1. An information system can be defined technically as a set of interrelated components that collect (or retrieve), process, store, and distribute information to support:
   a. decision making and control in an organization.
   b. communications and data flow.
   c. managers analyzing the organization's raw data.
   d. the creation of new products and services.

2. For their software development methodology, software outsourcing companies in India typically use:
   a. the same development models as U.S. companies.
   b. the Unified Modeling Language.
   c. the Capability Maturity Model.
   d. rational Unified Process.

3. An information system can enhance core competencies by:
   a. providing better reporting facilities.
   b. creating educational opportunities for management.
   c. allowing operational employees to interact with management.
   d. encouraging the sharing of knowledge across business units.

4. The type of logical database model that treats data as if they were stored in two-dimensional tables is the:
   a. OODBMS.
   b. pre-digital DBMS.
   c. relational DBMS.
   d. hierarchical DBMS.

5. Security challenges posed by the communications between layers in a client/server environment are:
   a. line taps and denial of service attacks.
   b. tapping, sniffing, and message alteration.
   c. computer viruses, line taps, and loss of machine.
   d. vandalism, theft and fraud, and line taps.

二・名詞解釋。寫出下列名辭的英文名稱，並簡述其涵義。每題 5 分。
1. RFID:
2. CRM:
3. SOA:
4. ESS:
5. BI:

三・問答題。每題 10 分。
1. 請列舉出電子商務的主要特性?並分別說明其商業上的重要性? 並請舉出各種型態之網際網路的經營模式?
2. 現今企業所採用的資訊安全的技術和工具有那些?
3. 請列出知識有那些重要構面?又何謂知識管理價值鏈?一般企業採用的知識管理系統有那些類型?
4. 何謂供應鏈管理？有哪五大供應鏈流程？
5. 何謂波特五力分析？
6. 何謂行銷 4P？ 並舉一例說明如何應用 4P。