

系所別： 資訊管理學系 甲、乙組 科目： 管理資訊系統**重要注意事項：**

- 答案卷必須以橫式(順著格線)書寫。Part I 的答案必須在第一頁，Part II 請從第二頁開始作答。
- 是非和選擇題的答案，一橫行只能寫 5 個答案，題號須標示清楚。
- 請務必仔細閱讀本注意事項，違反本注意事項之規定者一律扣五分。

**Part I. 配合題(Matching) @1% (50%)**

後面有 50 個句子各描述一個有關資訊管理名詞的定義。你可以在其後的提示中找到這些 50 個定義。請依序詳讀每一個句子，然後在後面的提示中選出一個最適合的名詞能夠滿足這個句子的定義。你只需將這個名詞的序號寫在答案紙上，不必將整個名詞重寫出來。例如：

- 4 (表示第 4 個名詞最能夠滿足第一個句子的定義)
- 7 (表示第 7 個名詞最能夠滿足第二個句子的定義)，並依此類推。
- 
- ...
- 50.

**資訊管理名詞定義句子：**

- A \_\_\_\_\_ is a person who gains unauthorized access to a computer network for profit, criminal mischief, or personal pleasure.
- \_\_\_\_\_ are rogue software programs that are difficult to detect that spread rapidly through computer systems, destroying data or disrupting processing and memory systems.
- \_\_\_\_\_ is software designed to detect, and often eliminate, computer viruses from an information system.
- \_\_\_\_\_ are systems that contain extra hardware, software, and power supply components that can back a system up and keep it running to prevent system failure.
- \_\_\_\_\_ are program code defects or errors.
- \_\_\_\_\_ are all of the methods, policies, and procedures that ensure protection of the organization's assets, accuracy and reliability of its records, and operational adherence to management standards.
- \_\_\_\_\_ divides responsibilities and assigns tasks among people so that job functions do not overlap, to minimize the risk of errors and fraudulent manipulation of the organization's assets.
- \_\_\_\_\_ are routines performed to verify input data and correct errors prior to processing.
- \_\_\_\_\_ is the processing control that matches input data to information held on master files.
- \_\_\_\_\_ s ensure that the results of computer processing are accurate, complete, and properly distributed.
- \_\_\_\_\_ is the coding and scrambling of messages to prevent their being read or accessed without authorization.
- \_\_\_\_\_ is the ability of each party in a transaction to ascertain the identity of the other party.
- \_\_\_\_\_ is the ability to ascertain that a transmitted message has not been copied or altered.
- A \_\_\_\_\_ is a digital code attached to an electronically transmitted message that uniquely identifies its contents and the sender.

**參考用****注意：背面有試題**

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15. A \_\_\_\_\_ is an attachment to an electronic message that verifies the identity of the sender and provides the receiver with the means to encode a reply.
16. A \_\_\_\_\_ is a standard for securing credit card transactions over the Internet and other networks.
17. \_\_\_\_\_ is currency represented in electronic form that moves outside the normal network of money, preserving the anonymity of its users.
18. A \_\_\_\_\_ determines the potential frequency of the occurrence of a problem and the potential damage if the problem were to occur.
19. An \_\_\_\_\_ identifies all the controls that govern individual information systems and assesses their effectiveness.
20. \_\_\_\_\_ refers to the objective assessment of the software used in a system in the form of quantified measurements.
21. A \_\_\_\_\_ is a survey of files and samples of files to check for accuracy and completeness of data in an information system.
22. Principles of right and wrong that can be used by individuals acting as free moral agents to make choices to guide their behavior defines \_\_\_\_\_.
23. \_\_\_\_\_ is the use of computers to combine data from multiple sources and create electronic dossiers of detailed information on individuals.
24. Accepting the potential costs, duties, and obligations for the decisions one makes defines \_\_\_\_\_.
25. The mechanisms for assessing responsibility for decisions made and actions taken defines \_\_\_\_\_.
26. \_\_\_\_\_ is the process in which laws are well known and understood, and there is an ability to appeal to higher authorities to ensure that laws are applied correctly.
27. \_\_\_\_\_ is the existence of laws that permit individuals to recover the damages done to them by other actors, systems, or organizations.
28. \_\_\_\_\_ is the principle that states that if an action is not right for everyone to take it is not right for anyone.
29. The \_\_\_\_\_ is the principle that assumes one can put values in rank order and understand the consequences of various courses of action.
30. The \_\_\_\_\_ suggests that one should take the action that produces the least harm or incurs the least cost.
31. The \_\_\_\_\_ is the assumption that all tangible and intangible objects are owned by someone else unless there is a specific declaration otherwise and that the creator wants compensation for this work.
32. The claim of individuals to be left alone, free from surveillance or interference from other individuals, organizations, or the state defines \_\_\_\_\_.
33. \_\_\_\_\_ is a set of principles originally set forth in 1973 that governs the collection and use of information about individuals and forms the basis of most U.S. and European privacy laws.
34. \_\_\_\_\_ is the practice of sending unsolicited e-mail and other electronic communication.

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35. \_\_\_\_\_ are tiny files deposited on a computer hard drive when a user visits certain Web sites.
36. \_\_\_\_\_ involve s using software routines to tie up the computer hosting a Web site so that legitimate visitors cannot access the site.
37. \_\_\_\_\_ is a form of electronic eavesdropping which places a piece of software to intercept information passing from a user to the computer hosting a Web site.
38. \_\_\_\_\_ is stress induced by computer use whose symptoms include aggravation, hostility toward humans, impatience, and enervation.
39. \_\_\_\_\_ is the process of systematically and actively managing and leveraging the stores of knowledge in an organization.
40. The \_\_\_\_\_ is the senior executive in charge of the organization's knowledge management program.
41. \_\_\_\_\_ refers to the expertise and experience of organizational members that has not been formally documented.
42. A \_\_\_\_\_ is hardware or software that attempts to emulate the processing patterns of the biological brain.
43. \_\_\_\_\_ refers to rule-based AI that tolerates imprecision by using nonspecific terms called membership functions to solve problems.
44. \_\_\_\_\_ is a project management technique that links the work of the implementation team to that of users at all organizational levels.
45. \_\_\_\_\_ is a deliberate strategy to thwart the implementation of an information system or an innovation in an organization.
46. \_\_\_\_\_ is the process of building an experimental system quickly and inexpensively for demonstration and evaluation so that users can better determine information requirements.
47. \_\_\_\_\_ are systems that support functions that are absolutely critical to the organization.
48. The extent to which one's authority is accepted on grounds of competence, vision, or other qualities is called \_\_\_\_\_.
49. \_\_\_\_\_ is the process of changing from the old system to the new system.
50. The \_\_\_\_\_ is the safe and conservative conversion approach where both the old system and its potential replacement are run together for a time until everyone is assured that the new one functions correctly.

提示：

1. <u>Accountability.</u>	2. <u>Antivirus software</u>
3. <u>Authentication</u>	4. <u>Bugs</u>
5. <u>Chief knowledge office</u>	6. <u>Computer matching</u>
7. <u>Computer viruses</u>	8. <u>Controls</u>
9. <u>Conversion</u>	10. <u>Cookies</u>
11. <u>Core systems</u>	12. <u>Counterimplementation</u>
13. <u>Data quality audit</u>	14. <u>Digital certificate</u>
15. <u>Digital signature</u>	16. <u>Due process</u>

參考用

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17. <u>Edit checks</u>	18. <u>Electronic cash</u>
19. <u>Encryption</u>	20. <u>Ethical "no free lunch" rule</u>
21. <u>Ethics</u>	22. <u>External integration tools</u>
23. <u>Fair information practices</u>	24. <u>Fault-tolerant computer systems</u>
25. <u>Fuzzy logic</u>	26. <u>Hacker</u>
27. <u>Immanuel kant's categorical imperative</u>	28. <u>Jamming</u>
29. <u>Knowledge management</u>	30. <u>Legitimacy</u>
31. <u>Liability</u>	32. <u>Message integrity</u>
33. <u>Mis audit</u>	34. <u>Neural network</u>
35. <u>Output control</u>	36. <u>parallel strategy</u>
37. <u>Privacy</u>	38. <u>Profiling</u>
39. <u>Prototyping</u>	40. <u>Responsibility</u>
41. <u>Risk assessment</u>	42. <u>Risk aversion principle</u>
43. <u>Secure electronic transaction</u>	44. <u>Segregation of functions</u>
45. <u>Sniffing</u>	46. <u>Software metrics</u>
47. <u>Spamming</u>	48. <u>Tacit knowledge</u>
49. <u>Technostress</u>	50. <u>Utilitarian principle</u>

**Part II. Case Study (50%)**

On February 25, 2000, General Motors, Ford, and Daimler-Chrysler announced the formation of a new automotive industry business-to-business net marketplace called Covisint to squeeze excess costs out of the process of purchasing auto parts and equipment. The Big 3 spend about \$240 billion each year on direct and indirect supplies. Lower prices would be achieved by requiring suppliers to bid for orders together over the Covisint Web site and by reducing the cost of each purchase order transaction. Covisint is expected to reduce the transaction cost of each purchase order from \$100 to \$10 or \$20. Covisint includes an analysis tool to help the manufacturers weigh competing bids from suppliers using attributes such as quality, price, and delivery date. The automobile producers believe they will save billions every year, trimming costs by \$1,200 to \$3,000 per car. The rival automakers believe they could realize additional savings by sharing one common industry exchange rather than bearing the costs of setting up their own exchanges. Covisint could also provide savings to suppliers by providing a low-cost point of entry for trading with manufacturers. Covisint is controlled by the Big 3 automobile manufacturers (who were later joined by Renault and Nissan Motors) and two companies supplying the software: Oracle and CommerceOne.

Covisint has already enrolled close to 2,000 Tier I suppliers—the largest suppliers in the industry—such as Dana and Johnson Controls, which sells completed components, such as axles, brake systems, instrument panels, and seats. It is soliciting participation from Tier 2 and Tier 3 suppliers—the smaller suppliers who sell parts to Tier I suppliers. Once Covisint can link automakers to the entire supply chain, it hopes to provide on-line global communication for demand forecasting, capacity planning, and logistics that would make it possible build automobiles to order. The automakers also hope Covisint will

reduce the time it takes to develop a new automobile from 42 months to 12 to 18 months by providing collaborative software tools for car designers, engineers, parts manufacturers, and materials suppliers to share design documents and schedules.

Covisint has faced challenges from its inception. The U.S. Federal Trade Commission (FTC) investigated whether the giant automobile manufacturers were using Covisint to control parts prices. The supply chain for the automotive industry is large and complex, with a car or light truck requiring 5,000 different components sourced from 90,000 suppliers. Many auto industry suppliers have been reluctant to participate in the exchange. Many of the auto industry's 8,000 first-tier suppliers had already built their own private networks to be used with their lower-tier suppliers. Covisint has now assured these suppliers that Covisint is being designed to enable the suppliers to use their own private networks in conjunction with Covisint. The Tier I suppliers fear they could lose money and control over their own supply chains if Covisint becomes a single point of entry for transactions among all suppliers in the entire auto industry. Suppliers also worry that bidding for orders with competitors in an industry-wide net marketplace will turn their products into commodities, that they will lose the benefit of loyalty to their brands. But one advantage seen by the smaller suppliers is that Covisint will enable them to participate in e-commerce; previously more than 60 percent of them could not afford their own electronic networks.

The entire business world is watching Covisint very closely, because Covisint is the largest and most visible B2B exchange in operation. By mid-2001 Covisint had generated nearly \$38 billion in auction revenue and hosted 26,000 transactions from more than 200 on-line supplier catalogs. Ford Motor Company claimed it would save \$350 million in indirect procurement costs in 2001. Can Covisint sustain profits and deliver on its promises?

**Please answer the following 20 questions.**

**A. True-False Questions (是非題) @2% (20%) (You MUST answer "T" or "F", 否則多扣 5 分)**

1. Net marketplaces serve both vertical and horizontal markets.
2. Covisint is an example of net marketplace serving the vertical market for automobile manufacturing.
3. Covisint operates as an independent intermediary between buyers and sellers.
4. Suppliers have been reluctant to participate in Internet exchanges because competitive bidding drives prices down without the benefits of long-term relationships with buyers.
5. In a private industrial network, companies use proprietary systems for B2B e-commerce.
6. Direct goods are those that are sent directly to the company, such as office supplies and products for maintenance and repair.
7. Covisint is a net marketplace for both indirect and direct goods.
8. Covisint has the potential of providing supply chain management functions for participants.
9. A private industrial network links a firm to its business partners for efficient supply chain management and other collaborative commerce activities.
10. Covisint can be categorized as a private industrial network.

**B. Multiple Choice Questions (單選題) @3% (30%) (請留意答案小寫字母的清晰)**

1. Companies can conduct B2B EC using:
 

a. their own Web sites	b. private industrial networks
c. net marketplaces	d. both a and c
e. all of the above.	



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2. Covisint is a \_\_\_\_\_ net marketplace.
- a. third-party owned  
b. relationship-oriented  
c. transaction-oriented  
d. none of the above.
3. Net marketplaces serve:
- a. vertical markets.  
b. horizontal markets.  
c. horizontal and vertical markets.  
d. individual Web sites in compatible industries.  
e. large industries more than smaller ones.
4. Exchanges are:
- a. always vertical markets.  
b. never vertical markets.  
c. the wholesalers of the Internet.  
d. third-party net marketplaces.  
e. common networks to reduce supply chain inefficiencies.
5. The ultimate goal of some industry-owned net marketplaces is:
- a. make the best product at the cheapest price.  
b. the unification of an entire industry supply chain.  
c. the unification of supply chains across industries.  
d. the creation of a web of supply chains that serves all commerce.  
e. all of the above.
6. Covisint is a \_\_\_\_\_ net marketplace.
- a. business to business  
b. business to consumer  
c. consumer to consumer  
d. none of the above.
7. The analysis tool included in Covisint to help manufacturers weigh competing bids from suppliers is best possibly using the technique of:
- a. data envelopment analysis (DEA)  
b. analytic hierarchy process (AHP)  
c. linear programming (LP)  
d. none of the above.
8. The percentage of Tier I suppliers enrolled in Covisint is roughly:
- a. 10%  
b. 20%  
c. 25%  
d. none of the above.
9. How many automobile manufacturers are sharing the common industry exchange:
- a. 3  
b. 5  
c. 7  
d. none of the above.
10. Covisint as of this writing offers the following advantages EXCEPT:
- a. lowering purchase costs for buyers  
b. enabling smaller suppliers to participate in EC  
c. savings to suppliers for low-cost point of entry for trading with manufacturers  
d. making it possible to build automobiles to order  
e. none of the above.

