

Part I: Please provide the correct answers for the questions (3 points each, 30 points total):

**Multiple Choice (單選題)**

1. Innovation leads to profitable growth if that innovation:  
a) generates new profit pools. c) attracts new competitors.  
b) increases demand for products/services. d) Both a and b
2. RFID is a technology that uses \_\_\_\_\_ to identify products or pallets.  
a) electronic tags c) bar codes  
b) chips d) PINs
3. To improve the performance and ability to store, protect, and manage data at lower up-front costs, companies are turning to \_\_\_\_\_ options.  
a) cloud computing c) visualization  
b) mainframe d) data center
4. In the e-commerce business model, \_\_\_\_\_, a vendor asks its partners to place logos or banner ads on their sites. If customers click the logo, go to vendor's site, and buy; then the vendor pays a commission to partners.  
a) affiliate marketing c) relationship marketing  
b) B2B commerce d) viral marketing
5. Which one of the following is not the five industry (market) forces in Michael Porter's competitive forces model.  
a) threat of entry of new competitors c) threat of substitute products/services  
b) bargaining power of suppliers d) competitive advantage

**True/False (是非題)**

1. \_\_\_\_\_ Data that are accurate, timely, and clean might not be usable if people do not get data in the format they need to do their jobs.
2. \_\_\_\_\_ Users can get 4G wireless connectivity through one of two standards: WiMAX or LTE.
3. \_\_\_\_\_ Apple's first 4G phone, the HTC EVO 4G was released in summer 2010 with speeds 10 times greater than 3G phones.
4. \_\_\_\_\_ By using B2B, organizations can restructure their supply chains and partner relationships.
5. \_\_\_\_\_ In B2C, the sellers are organizations, and the buyers are individuals. B2C is also called e-tailing.

Part II: Please answer the following questions (70 points total):

Essay (問答題)

1. Define data, information, and knowledge. Give an example of each. (20 points)
2. Discuss ways in which mobile computing can improve customer service and reduce costs of providing that service. (25 points)
3. Why do social networks and cloud computing increase IT security risks? How can those risks be reduced? (25 points)