

請於答案卷上依序作答，並註明作答的題號

試卷共四大題

1. Competitive strategies that firms can employ to deal with competitive forces include cost leadership strategy, differentiation strategy, innovation strategy, etc.
 - (1) Please give two examples to explain how firms can use information systems (IS) or information technologies (IT) to support the differentiation strategy. (10%)
 - (2) For firms that adopt the differentiation strategy, what recommendations will you suggest to the firms about their IT strategy and management? (15%)
2. Sharing economy refers to “peer-to-peer-based activities of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services.” Uber and AirBnB represent two famous examples of the sharing economy.
 - (1) What are the major challenges for the sharing economy? (12%)
 - (2) Please select one challenge that you just answer in (1) and describe (or develop) an information system/technology solution to address this challenge. (13%)
3. The rise of Android platform signals the business value and strategic importance of open source software (OSS). While OSS can greatly reduce system development barrier, its license restricts the use of OSS software, and is an important consideration when adopting OSS in system development. Answer the following questions regarding OSS.
 - (1) What is open source software? (5%)
 - (2) About 85% of open source software adopts the General Public License (GPL). What are the key terms of a GPL license? (7%)
 - (3) Apache License is also quite popular in open source community. Explain the reason when the Apache License should be selected over the GPL license for an open source project. (7%)
 - (4) What are the strategic advantages for a business to be involved in open source software development projects? (6%)
4. In addition to relational database, we have witness the raise of the so called No-SQL database. Answer the following questions regarding the No-SQL database.
 - (1) How are relational database and No-SQL database different in terms of the ACID (Atomicity, Consistency, Isolation, Durability) properties, schema, and scalability? (11%)
 - (2) Provide one scenario when a relational database should be selected over a No-SQL database. You should provide the underlying reasoning for the choice. (7%)
 - (3) Provide one scenario when a No-SQL database should be selected over a relational database. You should provide the underlying reasoning for the choice. (7%)

試題隨卷繳回