

測驗次別

總分 = 56

及格標準 = 60

評量結果 = 不及格

此為電腦閱卷之自動計分。實際得分以教師公佈之正式分數為準。

查看第 1 ▾ 次結果

試卷內容

☐ 標準答案 ☒ 學生答案

配分：[1.00] ✓

1.

得分：1.00 巨量資料具有下列哪些階段？[複選]

- a. ☒ A. 獲取
- b. ☒ B. 組織
- c. ☒ C. 分析
- d. ☒ D. 決策

配分：[1.00] ✓

2.

得分：1.00 相對傳統行銷而言，有關網路行銷的敘述，下列哪些正確？[複選]

- a. ☒ A. 網路行銷具有全球性
- b. ☒ B. 網路行銷具有24 小時雙向溝通
- c. ☒ C. 商品資訊可以即時更新
- d. ☐ D. 網路行銷成本較傳統行銷高

配分：[1.00] ✓

3.

得分：1.00 有關行動通訊的發展歷程，下列何者排序正確？[單選]

- a. ☒ A. AMPS→GSM→GPRS→WCDMA
- b. ☐ B. AMPS→WCDMA→GSM→GPRS
- c. ☐ C. AMPS→GPRS→GSM→WCDMA
- d. ☐ D. WCDMA→AMPS→GSM→GPRS

配分：[1.00] ✓

4. 17) In 2016, the number of online buyers was over 175 million.

得分：1.00

- a. ☒
- b. ☐

配分：[1.00] ✓

5. 15) How many hours a month does the average Facebook user spend on Facebook?

得分：1.00

- a. ☐ 8
- b. ☒ 18
- c. ☐ 28
- d. ☐ 38

配分：[1.00] ✓

6.

得分：1.00 「減少供應商數量、提高出貨管理、付款管理及銷售部門效率」這是指何者對電子商務的作用？[單選]

- a. ☐ A. 顧客關係管理
- b. ☐ B. 企業資源規劃
- c. ☒ C. 供應鏈管理
- d. ☐ D. 企業流程再造

配分：[1.00] ✓

7.

得分：1.00 對於網路廣告的敘述，下列何者哪些正確？[複選]

- a. ☒ A. 在本質上，網路廣告是期望能透過資訊的提供來影響消費者
- b. ☒ B. 網路廣告可較傳統廣告提供更為互動的模式，將資訊傳遞給消費者
- c. ☒ C. 網路廣告可轉化為影音、聲光、互動與主動偵測消費者需求之模式，並透過網路傳遞到每位消費者的眼前，以提高行銷的效果
- d. ☐ D. 網路廣告中最受到消費者歡迎的是e-mail廣告

配分：[1.00] ✓

8. 68) Which of the following statements about BLE is not true?

得分：1.00

- a. ☒ Only Apple iPhones can use BLE.
- b. ☐ BLE uses less power than traditional Bluetooth or GPS.
- c. ☐ BLE has a two-way, push-pull communication capability.
- d. ☐ BLE is more accurate than targeting through Wi-Fi triangulation.

配分：[1.00] ✓

9.

得分：1.00 有關網路行銷的敘述，下列哪些不正確？[複選]

- a. ☒ A. 網路行銷將完全取代傳統行銷
- b. ☒ B. 網路行銷只能透過網路媒體
- c. ☐ C. 透過e-mail 派送廣告信件也是一種網路行銷
- d. ☒ D. e-mail 廣告行銷一定會有效

配分：[1.00]

得分：1.00

10. 60) _____ refers to the feeling that one has paid too high a price for an item won at auction.

- a. ☐ Seller's lament
- b. ☐ Winner's lament
- c. ☐ Loser's regret
- d. ☒ Winner's regret

配分：[1.00]

得分：1.00

11.

下列何者不屬於常見的網路廣告播放策略？[單選]

- a. ☐ A. 無目標式
- b. ☐ B. 編輯式
- c. ☐ C. 目標式
- d. ☒ D. 自由式

配分：[1.00]

得分：1.00

12.

M化系統的可分為哪些？[單選]

- a. ☐ A. 離線型、線上型、隨機型
- b. ☐ B. 離線型、簡易型、搭配型
- c. ☐ C. 線上型、隨機型、離線型
- d. ☒ D. 離線型、線上型、搭配型

配分：[1.00]

得分：1.00

13.

各個企業可分享自己手上所獲得的資訊，讓相關廠商都能獲知正確的需求量，避免加入過高的安全存量來降低長鞭效應所造成的影響。請問上述是啤酒遊戲的哪個解決方式？[單選]

- a. ☒ A. 資訊分享面
- b. ☐ B. 策略發展面
- c. ☐ C. 知識管理面
- d. ☐ D. 技術分享面

配分：[1.00]

得分：0.00

14. 7) B2B e-commerce websites:

- a. ☐ are a predecessor of industry consortia.
- b. ☐ tend to serve horizontal markets.
- c. ☒ are buyer-side solutions.
- d. ☐ are considered a type of EDI system.

配分：[1.00]

得分：1.00

15. 15) _____ convergence describes the development of hybrid devices that can combine the functionality of two or more existing media platforms into a single device.

- a. ☒ Technological
- b. ☐ Content
- c. ☐ Media
- d. ☐ Industry

配分：[1.00]

得分：0.00

16. 4) _____ refers to the links that connect business firms with one another to coordinate production.

- a. ☐ Supply chain
- b. ☒ B2B e-commerce
- c. ☐ Vertical market
- d. ☐ Horizontal market

配分：[1.00]

得分：1.00

17. 46) All of the following types of auctions generally involve single units except:

- a. ☐ English auction.
- b. ☒ Dutch Internet.
- c. ☐ Name Your Own Price auction.
- d. ☐ penny auction.

配分：[1.00]

得分：1.00

18. 49) What is the major reason the Internet has such potential for destroying traditional conceptions and implementations of intellectual property law?

- a. ☒ the ability to make perfect copies of digital works at little cost
- b. ☐ the anonymous nature of the Internet
- c. ☐ the support for instant peer-to-peer communication
- d. ☐ the use of standards for file formats

配分：[1.00]

19. 34) Which of the following was the object of the FTC's highest penalty for a COPPA violation to date?

得分：1.00

- a. ☐ Disney's Playdom
- b. ☒ W3 Innovation
- c. ☐ Snapchat
- d. ☐ Yelp

配分：[1.00] ✓

得分：1.00

20. 27) Which of the following is another term for amplification?

- a. ☐ impressions
- b. ☒ reach
- c. ☐ conversation rate
- d. ☐ conversion ratio

配分：[1.00] ✗

得分：0.00

21.

所謂行銷組合4P 所指包括下列哪些？[複選]

- a. ☒ A. 價格
- b. ☒ B. 產品
- c. ☐ C. 價值
- d. ☒ D. 品質

配分：[1.00] ✓

得分：1.00

22.

下列何者不是導致長鞭效應的原因？[單選]

- a. ☒ A. 供應鏈過長
- b. ☐ B. 安全存量的設立
- c. ☐ C. 價格變動的預期
- d. ☐ D. 被誇大的訂單

配分：[1.00] ✓

得分：1.00

23. 45) Which of the following is not a characteristic of the use of social networks in B2B e-commerce?

- a. ☐ It is typically unstructured.
- b. ☐ It helps develop a more personal relationship between participants in the supply chain.
- c. ☐ It enables participants to make decisions based on current conditions.
- d. ☒ They are always private.

配分：[1.00] ✓

得分：1.00

24.

下列何者非企業電子化的策略規劃程序步驟？[單選]

- a. ☐ A. 確定目標與市場定位
- b. ☒ B. 無線網路的建立
- c. ☐ C. 電子化導入之評估要點
- d. ☐ D. 成果評估與回饋

配分：[1.00] ✗

得分：0.00

25. 40) Which of the following statements about cloud-based B2B systems is not true?

- a. ☐ Much of the expense of the system is shifted from the B2B network provider to the firm.
- b. ☒ B2B network providers charge customers on a demand basis.
- c. ☐ Network effects apply, enabling the spreading of costs.
- d. ☐ Cloud-based B2B data networks can be implemented in short periods of time.

配分：[1.00] ✓

得分：1.00

26. 48) A(n) _____ supply chain is one in which the labor conditions in low-wage, underdeveloped producer countries are visible and morally acceptable to ultimate consumers in more developed industrial societies.

- a. ☐ sustainable
- b. ☐ ethical
- c. ☐ lean
- d. ☒ accountable

配分：[1.00] ✓

得分：1.00

27. 65) The Internet has resulted in lower search costs, increased price comparison, and lower prices to consumers for which insurance product line?

- a. ☒ term life insurance
- b. ☐ automobile insurance
- c. ☐ health insurance
- d. ☐ property and casualty insurance

配分：[1.00] ✓

得分：1.00

28. 52) Highly centralized supply chains provide lower short-term costs, but higher, longer-term risk protection.


- a. ☒
- b. ☒

配分：[1.00] ✓

得分：1.00

29. 39) Which of the following provides a financial snapshot of a company's assets and liabilities (debts) on a given date?


- a. ☐ working capital
- b. ☐ operating margin
- c. ☒ balance sheet
- d. ☐ gross margin

配分：[1.00] 

得分：1.00

30. 30) The liquidity of a market is measured by all of the following except:


- a. ☒ price transparency.
- b. ☐ number of buyers and sellers in market.
- c. ☐ volume of transactions.
- d. ☐ size of transactions.

配分：[1.00] 

得分：1.00

31. 22) What is the first step in the procurement process?


- a. ☐ negotiate price
- b. ☐ qualify the seller and its products
- c. ☐ issue a purchase order
- d. ☒ search for suppliers

配分：[1.00] 

得分：0.00

32. 38) Which of the following refers to those forms of social sharing that occur off the major social networks, through alternative communication tools?


- a. ☒ social density
- b. ☐ dark social
- c. ☐ amplification
- d. ☐ engagement

配分：[1.00] 

得分：1.00

33. 66) The display of a third-party's website or page within your own website is called:


- a. ☐ cybersquatting.
- b. ☐ metatagging.
- c. ☒ framing.
- d. ☐ deep linking.

配分：[1.00] 

得分：1.00

34. 下列何者不是顧客關係管理的關鍵成功因素？[單選]


- a. ☐ A. 整合内部的資訊
- b. ☐ B. 強化溝通的管道
- c. ☒ C. 上、下游廠商配合度
- d. ☐ D. 處理變革的抗拒

配分：[1.00] 

得分：0.00

35. 83) A private industrial network is an independently owned online marketplace that connects many suppliers and buyers.


- a. ☒
- b. ☒

配分：[1.00] 

得分：1.00

36. 企業在導入顧客關係管理時總會注意所處的產業環境，並將企業內部由上到下皆灌輸顧客關係管理的觀念。請問上述這是屬於顧客關係管理中關鍵成功因素的哪一項？[單選]


- a. ☐ A. 強化溝通的管道
- b. ☒ B. 組織文化的調整
- c. ☐ C. 整合内部的資訊
- d. ☐ D. 支援策略的執行

配分：[1.00] 

得分：0.00

37. WAP 所使用的語言是下列何者？[單選]


- a. ☒ A. XML
- b. ☐ B. SML
- c. ☐ C. WML
- d. ☐ D. HTML

配分：[1.00] 

得分：1.00

38. 從企業功能的角度，顧客關係管理包括哪些功能？[複選]

- a. ☒ A. 行銷
- b. ☒ B. 銷售
- c. ☒ C. 顧客服務
- d. ☐ D. 配送

配分：[1.00] 

得分：1.00

39. Nonaka & Takeuchi (1995年)認為有四種不同的知識創造模式，其中「從內隱知識轉化為外顯知識」是指？[單選]

- a. ☐ A. 共同化
- b. ☒ B. 外化
- c. ☐ C. 結合

d. ☐ D. 內化

配分：[1.00]

得分：1.00

40.

電子郵件廣告包括下列何者？[單選]

- a. ☐ A. 廣告贊助式的電子郵件
- b. ☐ B. 贊助討論區與電子新聞報
- c. ☐ C. 電子傳單
- d. ☒ D. 以上皆是

配分：[1.00]

得分：1.00

41. 40) Which of the following statements about cloud-based B2B systems is not true?

- a. ☒ Much of the expense of the system is shifted from the B2B network provider to the firm.
- b. ☐ B2B network providers charge customers on a demand basis.
- c. ☐ Network effects apply, enabling the spreading of costs.
- d. ☐ Cloud-based B2B data networks can be implemented in short periods of time.

配分：[1.00]

得分：0.00

42.

下列哪些屬於行動商務的客戶端工具？[複選]

- a. ☒ A. 筆記型電腦
- b. ☐ B. 個人數位助理 (PDA)
- c. ☒ C. 手持式設備
- d. ☒ D. 桌上型個人電腦

配分：[1.00]

得分：0.00

43. 20) Which of the following basic ethical concepts plays an important role in defining privacy?

- a. ☐ responsibility
- b. ☐ accountability
- c. ☒ liability
- d. ☐ due process

配分：[1.00]

得分：1.00

44.

利用網路、互動媒體、行動裝置來達到跟消費者互動的效果，請問這是描述網路行銷的哪個方式？[單選]

- a. ☒ A. 互動式廣告行銷
- b. ☐ B. 部落格行銷
- c. ☐ C. 論壇行銷
- d. ☐ D. 社群網站行銷

配分：[1.00]

得分：1.00

45. 59) Amazon has a patent on:

- a. ☐ download-based sales.
- b. ☐ display of third-party advertisements in floating windows.
- c. ☒ one-click purchasing.
- d. ☐ hyperlinks.

配分：[1.00]

得分：0.00

46.

想要跟台塑往來的廠商必須透過台塑網的電子化採購平台，請問這是屬於企業電子化時應考慮的哪個因素？[單選]

- a. ☒ A. 網路使用的安全性
- b. ☐ B. 相關廠商的配合性
- c. ☐ C. 基礎設備的完整性
- d. ☐ D. 目標市場的廣泛性

配分：[1.00]

得分：0.00

47. 15) A(n) _____ market is one that provides expertise and products for a specific industry, such as automobiles.

- a. ☐ vertical
- b. ☒ horizontal
- c. ☐ indirect
- d. ☐ buyer-biased

配分：[1.00]

得分：1.00

48. 18) _____ has the highest penetration of social network usage among the general population.

- a. ☒ North America
- b. ☐ Latin America
- c. ☐ Europe
- d. ☐ Asia-Pacific

配分：[1.00]

得分：1.00

49. 31) _____ purchasing involves the purchase of goods based on immediate needs in larger marketplaces that involve many suppliers.

- a. ☒ Spot
- b. ☐ Indirect
- c. ☐ Vertical

d. ☐ Bulk

配分：[1.00]

50.

得分：0.00 請問下列敘述，何者為企業電子化？[單選]

- a. ☐ A. 運用資訊科技，將重要的企業情報與知識系統及其供應商、經銷商、顧客、內部員工及合作夥伴緊密結合，以使交易能夠更有效率的達成
- b. ☒ B. 整個產業的上、下游供應商、經銷商、代理商等企業均進行企業電子化，所有的交易都可透過網際網路來進行
- c. ☐ C. 透過網際網路進行詢價、報價、訂購、付款與售後服務等作業，以完成企業對外的交易，包括對顧客或其他相關企業的商務行為
- d. ☐ D. 使用者可透過易訂網直接訂位

配分：[1.00]

51. 52) Highly centralized supply chains provide lower short-term costs, but higher, longer-term risk protection.

得分：0.00

- a. ☐
- b. ☒

配分：[1.00]

52. 17) _____ is an example of a practice network?

得分：0.00

- a. ☐ PredictWallstreet
- b. ☒ Instagram
- c. ☐ Debater
- d. ☐ Doximity

配分：[1.00]

53.

得分：0.00 手機與電池、香煙與打火機，這是屬於資料採掘中何種模式的應用？[單選]

- a. ☐ A. 分類
- b. ☒ B. 群聚/分群
- c. ☐ C. 聯合性分析
- d. ☐ D. 順序

配分：[1.00]

54.

得分：1.00 下列何者不是行銷STP？[單選]

- a. ☒ A. 價格
- b. ☐ B. 市場區隔
- c. ☐ C. 選擇目標市場
- d. ☐ D. 市場定位

配分：[1.00]

55. 77) Walmart's global supply chain has been criticized for all of the following except:

得分：0.00

- a. ☐ exploiting labor in underdeveloped countries.
- b. ☐ bribing officials.
- c. ☒ wasting energy.
- d. ☐ failing to be efficient.

配分：[1.00]

56. 40) The existence of substitute products is a key industry strategic factor.

得分：1.00

- a. ☒
- b. ☐

配分：[1.00]

57. 2) The technology used by early online communities was limited to mostly:

得分：0.00

- a. ☐ instant messaging.
- b. ☐ FTP.
- c. ☒ e-mail.
- d. ☐ bulletin boards.

配分：[1.00]

58.

得分：0.00 下列哪些為常見的供應鏈管理工具？[複選]

- a. ☒ A. 企業入口網站
- b. ☒ B. 檔案共享軟體
- c. ☒ C. 視訊會議工具
- d. ☐ D. 行事曆通知系統

配分：[1.00]

59. 69) According to a recent National Federation of Retailers survey, consumers are more likely to use tablets rather than smartphones for all of the following except:



得分：1.00


- a. ☐ research products.
- b. ☐ purchase products.
- c. ☒ redeem coupons.
- d. ☐ check for in-store availability.

配分：[1.00]

60. 72) E-distributors operate in vertical markets.

得分：0.00


- a. ☒ 
- b. ☐ 

配分：[1.00] 

得分：0.00

61. 22) What is the first step in the procurement process?


- a. ☒ negotiate price
- b. ☐ qualify the seller and its products
- c. ☐ issue a purchase order
- d. ☐ search for suppliers

配分：[1.00] 

得分：0.00

62. 下列哪些屬於無線個人網路(WPAN)？[複選]


- a. ☒ A. 藍芽 (Bluetooth)
- b. ☐ B. 超寬頻 (Ultra Wide Band, UWB)
- c. ☐ C. ZigBee
- d. ☒ D. Wi-Fi

配分：[1.00] 

得分：0.00

63. 81) Which of the following is not a typical barrier to the implementation of a private industrial network?


- a. ☐ It requires participating firms to share sensitive data.
- b. ☐ It requires the large network owners to give up some of its independence.
- c. ☐ It requires a significant investment of time and money.
- d. ☒ It requires a change of mindset and behavior of employees.

配分：[1.00] 

得分：0.00

64. 48) Which of the following was sued by the Justice Department for violating antitrust laws in connection with e-books?


- a. ☒ Amazon
- b. ☐ Google
- c. ☐ Apple
- d. ☐ Barnes & Noble

配分：[1.00] 

得分：1.00

65. 14) Which of the following features of e-commerce technology can result in work and shopping invading family life?


- a. ☐ interactivity
- b. ☒ ubiquity
- c. ☐ information density
- d. ☐ global reach

配分：[1.00] 

得分：0.00

66. 3) Which of the following is not one of the four basic principles shared by ethical schools of thought in western culture?


- a. ☐ accountability
- b. ☐ privacy
- c. ☒ responsibility
- d. ☐ liability

配分：[1.00] 

得分：0.00

67. 29) Which of the FTC's Fair Information Practices (FIP) principles requires opt-in or opt-out policies to be in place?


- a. ☐ Notice/Awareness
- b. ☐ Choice/Consent
- c. ☒ Access/Participation
- d. ☐ Security

配分：[1.00] 

得分：0.00

68. 85) Operating on a global scale is one goal of collaborative commerce.


- a. ☒ 
- b. ☐ 

配分：[1.00] 

得分：1.00

69. 5) In 2016, spending on social marketing will almost triple the amount spent on mobile marketing.


- a. ☐ 
- b. ☒ 

配分：[1.00] 

得分：0.00

70. 32) Which of the following is not categorized as an operating expense?


- a. ☐ the cost of products being sold
- b. ☐ marketing costs
- c. ☒ administrative overhead
- d. ☐ amortization of goodwill

配分：[1.00] 

得分：0.00

71. 企業進行電子化的一個主要基礎，藉此將資料透過網路來和其他企業進行
分享與交流。請問上述是供應鏈管理的哪個工具？[單選]


- a. ☐ A. 電子資料交換
b. ☐ B. 企業資源規劃
c. ☐ C. 企業內部網路
d. ☒ D. 企業外部網路

配分：[1.00] 

得分：0.00

72. 60) Which of the following primarily deals with indirect goods?

- a. ☐ e-distributors and industry consortia
b. ☐ e-distributors and e-procurement Net marketplaces
c. ☒ exchanges and industry consortia
d. ☐ exchanges and e-procurement Net marketplaces


配分：[1.00] 

得分：1.00

73.

「流程整合重點放在整合供應鏈活動，人員扮演整合供應鏈內經理人的角色，主要投資標的為生產設備。」這是屬於供應鏈中的何種角色？[單選]


- a. ☐ A. 穩定的供應商
b. ☐ B. 有回應的供應商
c. ☒ C. 有回應且有效率的供應商
d. ☐ D. 供應鏈收益及利潤的主導者

配分：[1.00] 

得分：1.00

74. 20) Contrary to predictions of analysts made during the early days of e-commerce, the Internet has led to both disintermediation and hypermediation on a widespread basis.


- a. ☒
b. ☒

配分：[1.00] 

得分：0.00

75. 5) Which ethical principle states that, when confronted with an ethical dilemma, individuals should take the action that achieves the greater value for all of society?


- a. ☐ the Golden Rule
b. ☒ Risk Aversion
c. ☐ the Collective Utilitarian principle
d. ☐ the Social Contract rule

配分：[1.00] 

得分：0.00

76. 61) Which of the following primarily deals with direct goods?

- a. ☒ e-distributors and independent exchanges
b. ☐ exchanges and e-procurement Net marketplaces
c. ☐ exchanges and industry consortia
d. ☐ e-procurement Net marketplaces and industry consortia


配分：[1.00] 

得分：1.00

77.

若某廣告主付出40 萬元成本，向某知名網站購買網路廣告，該網站訪客率為200 萬人次，請問該網站廣告提供的千人印象成本(CPM)為多少？[單選]


- a. ☐ A. 100 元
b. ☒ B. 200 元
c. ☐ C. 400 元
d. ☐ D. 800 元

配分：[1.00] 

得分：0.00

78. 6) Instagram is an example of a(n):

- a. ☒ interest-based social network.
b. ☐ affinity community/social network.
c. ☐ general community/social network.
d. ☐ practice network.


配分：[1.00] 

得分：1.00

79.

「資料儲存中心透過特定的主題來進行資料整理，藉此蒐集相關資訊提供高階主管分析、決策時使用。」請問上述是屬於下列何種概念？[單選]

- a. ☒ A. 資料倉儲
b. ☐ B. 資料超市
c. ☐ C. 資料庫
d. ☐ D. 知識庫。


配分：[1.00] 

得分：1.00

80.

跳出式廣告屬於哪一種廣告類型？[單選]

- a. ☐ A. 分類式廣告
b. ☒ B. 插播式廣告
c. ☐ C. 多媒體廣告
d. ☐ D. 互動式廣告

配分：[1.00] 

81. 55) Which of the following is not one of the three business models employed by newspapers between 1995 and

得分：0.00 2015?

- a. ☒ The Print-centric model
- b. ☐ The Integrated Print/Web
- c. ☐ The Digital First model
- d. ☐ The Convergence model

配分：[1.00] 82.

得分：1.00 阿忠在使用Google的時候，發現Google會根據他上次搜尋關鍵字來提供建議，這是屬於顧客關係管理精神架構的哪一個？[單選]

- a. ☐ A. 獲取新顧客
- b. ☒ B. 建立顧客關係
- c. ☐ C. 推薦他人
- d. ☐ D. 獲取利潤

配分：[1.00] 83. 17) B2B e-commerce websites tend to serve horizontal markets.

得分：1.00

- a. ☒
- b. ☒

配分：[1.00] 84.

得分：1.00 有關網路行銷4P 與4C 的對應關係，下列哪些正確？[複選]

- a. ☒ A. 產品vs.顧客需求與欲望
- b. ☒ B. 價格vs.成本
- c. ☒ C. 推廣vs.溝通
- d. ☒ D. 通路vs.便利

配分：[1.00] 85.

得分：1.00 網路行銷中，所謂「廣告版位由數支不同的廣告輪替播放」是指？[單選]

- a. ☐ A. 固定版位式廣告
- b. ☒ B. 動態輪替式廣告
- c. ☐ C. 贊助式廣告
- d. ☐ D. 平面媒體

配分：[1.00] 86.

得分：0.00 第2.5代行動通訊其傳輸速度可達多少？[單選]

- a. ☐ A. 56 Kbps
- b. ☐ B. 150 Kbps
- c. ☐ C. 256 Kbps
- d. ☒ D. 512 Kbps

配分：[1.00] 87.

得分：1.00 供應鏈上基於資訊回饋困難與前置時間的延遲，造成許多決策者容易做出重複訂購或臨時取消訂單的決策，而產生需求放大（或縮小）的效果。請問上述是指哪個問題？[單選]

- a. ☒ A. 長鞭效應
- b. ☐ B. 長尾理論
- c. ☐ C. 成本加成理論
- d. ☐ D. 浮動訂單理論

配分：[1.00] 88. 80) The original portals in the early days of e-commerce were search engines.

得分：1.00

- a. ☒
- b. ☒

配分：[1.00] 89. 32) Which of the following is a micro-blogging social network site that allows users to send and receive 140-character messages?

得分：1.00

- a. ☐ Facebook
- b. ☒ Twitter
- c. ☐ Pinterest
- d. ☐ Instagram

配分：[1.00] 90. 45) Which of the following is not a characteristic of the use of social networks in B2B e-commerce?

得分：0.00

- a. ☒ It is typically unstructured.
- b. ☐ It helps develop a more personal relationship between participants in the supply chain.
- c. ☐ It enables participants to make decisions based on current conditions.
- d. ☐ They are always private.

配分：[1.00] 91. 15) Which of the following had the highest online sales revenue in 2015?



得分：1.00

- a. ☐ Macy's
- b. ☒ Walmart
- c. ☐ Sears
- d. ☐ Target

配分：[1.00]

得分：0.00

92. 11) Encouraging users to click a Like button is an example of which step in the social marketing process?

- a. ☒ fan acquisition
- b. ☐ brand strength
- c. ☐ community
- d. ☐ amplification

配分：[1.00]

得分：0.00

93.

東森購物一開始開台時，利用叫賣的方式來吸引消費者上門，雖達到銷售的成效，但也帶來大量的退、換貨成本。營運一段時間後，東森累積了一定程度的顧客資料，也開始分析其擁有的顧客資訊以找出消費者的可能需求，開發出真正符合顧客需求的產品。由上述例子可知，東森購物克服了什麼困難？[單選]

- a. ☐ A. 初期效益不明顯
- b. ☐ B. 廠商能力不足
- c. ☒ C. 缺乏人才及共識
- d. ☐ D. 與原系統間的整合不易

配分：[1.00]

得分：0.00

94. 66) An _____ primarily serves businesses that buy indirect goods on a contract purchasing basis.

- a. ☐ e-distributor
- b. ☐ e-procurement Net marketplace
- c. ☐ exchange
- d. ☒ industry consortium

配分：[1.00]

得分：0.00

95. 26) All of the following are examples of direct goods in the auto industry except:

- a. ☐ sheet steel.
- b. ☒ shatter-resistant glass.
- c. ☐ rubber molding.
- d. ☐ desktop computers.

配分：[1.00]

得分：0.00

96. 14) On which of the following do users spent the least amount of time per month?

- a. ☐ Snapchat
- b. ☒ Tumblr
- c. ☐ LinkedIn
- d. ☐ Pinterest

配分：[1.00]

得分：0.00

97. 68) An _____ serves businesses that primarily buy direct goods on a contract purchasing basis.

- a. ☒ e-distributor
- b. ☐ e-procurement company
- c. ☐ exchange
- d. ☐ industry consortium

配分：[1.00]

得分：0.00

98.

下列哪些屬於行動商務重點發展的項目？[複選]

- a. ☐ A. B2E：行動化辦公室
- b. ☒ B. B2C：客製化行動加值服務
- c. ☐ C. B2B：建構可隨時傳送與接收的供應鏈資訊
- d. ☐ D. B2G：我的行動政府

配分：[1.00]

得分：0.00

99. 44) When sellers agree informally or formally to set floor prices below which they will not sell on auction items, this is known as:

- a. ☐ discriminatory pricing.
- b. ☐ price matching.
- c. ☒ bid rigging.
- d. ☐ distress pricing.

配分：[1.00]

得分：0.00

100.

「任何可供應於市場，以供消費者注意、取得、使用或消費，以滿足消費者某項需要、欲望或需求的事物」是指？[單選]

- a. ☐ A. 交換
- b. ☐ B. 交易
- c. ☒ C. 市場
- d. ☐ D. 產品

