

9. A content provider:
- provides product, pricing, and availability information to individuals and businesses.
 - provides initial point of entry to the Web and specialized content and other services.
 - provides on-line service for individuals and businesses.
 - creates revenue by providing digital content over the Web.
 - All of the above.
10. The removal of intermediate organizations or business process layers in value chain is called:
- disintermediation.
 - reintermediation.
 - customer self-service.
 - pure-play.
 - one-stop shopping.
11. Digitally enabling a firm for electronic commerce and electronic business requires:
- a major financial investment in retraining.
 - far-reaching organizational change.
 - CEO support.
 - technological expertise and trained employees.
 - cooperation from business partners.
12. Information systems literacy requires:
- technical knowledge about computers.
 - behavioral knowledge about organizations and individuals using information systems.
 - financial and accounting skills.
 - a and b.
 - a, b, and c.
13. The Information Systems Investment Challenge asks:
- How can organizations determine the business value of information systems?
 - How can firms understand the business and system requirements of a global economic environment?
 - How can organizations redesign the organization and build new technology structures to support their goals when business conditions and technologies are changing so rapidly?
 - How can businesses use information technology to become competitive, effective, and digitally enabled?
 - How can organizations ensure the ethical and socially responsible use of their information systems?
14. The Internet makes it possible for small companies to:
- gather more customers than before.
 - download more pertinent information.
 - sell their wares globally, without a physical sales force or local offices.
 - avoid payment of local taxes.
 - manage without a sales force.
15. Successful supply chain management requires:
- an atmosphere of trust among the members.
 - an ability to redesign business processes to coordinate activities with partners.
 - shared systems and business processes to optimize the value of relationships.
 - a and c.
 - a, b, and c.

Part II. Fill In the Blanks (20%, 填充題@2%)

- A(n) _____ is used to identify a visitor and track visits to a Web site.
- A(n) _____ program traces on-line user activities without the users' permission or knowledge.
- _____ is software that connects two disparate applications.