注意事項	1. 本科目合計 100 分，答錯不倒扣。 2. 請於答案卷上依序作答，並標註清楚題號（含小題）。 3. 考完請將答案卷及試題一併繳回。

1. Define and give examples of digital goods. Show the difference between digital goods and non-digital goods from the Internet marketing perspective. (20%)

2. What is business intelligence? How is it related to database technology? (20%)

3. What are meant by privacy and fair information practices? (20%)

4. Define enterprise systems, and show the difference between extended enterprise resource planning (EERP) and ERP. (20%)

5. Describe the technologies used in Web services. How do Web services benefit business? (20%)

試題結束