I. Please explain the following terms (30%)
   1. Cloud computing
   2. Virtual community
   3. Information ethics
   4. SaaS
   5. Clicks-and-mortar business model
   6. Digital goods

II. Please answer the following question. (10%)
   1. What is Porter’s value chain model? How do information systems support enterprise’s value chain to enhance competitive strategies?

III. Case Study (60%)
   Answer the questions according to the provided CASE material. (個案如附件)
   1. Does Facebook have a viable business model? Explain your answer.

   2. Describe the weakness of Facebook’s privacy policies and features. What management, organization and technology factors have contributed to those weaknesses?

   3. If you are responsible for coordinating Facebook’s advertising, how would you balance the desire to become increasingly profitable with the need to protect the privacy of your users?