

# 國立台東大學九十七學年度

## 「資訊管理學系碩士班」招生考試試題

### 資訊管理

- 注意事項：(1) 請用橫式作答。  
(2) 答案請依序寫在答案卷上（需標示題號，不必抄題）。  
(3) 試題隨同答案卷一併繳回。

#### 壹、解釋名詞（每題 5 分，共 15 分）

- 一、What is case-based reasoning?
- 二、What is business intelligence?
- 三、What is EC?

#### 貳、問答題（共 60 分）

- 一、What are qualities of information? How can supply chain management (SCM) systems deal with bullwhip effect using high quality of information?(10%)
- 二、The next generation of the Web (Web 2.0 technologies, such as YouTube, Wikipedia, MySpace) is rapidly changing the way we use information and communication technologies (ICT), not only in our work but also in our daily life. Organizations are taking advantage of these technologies to design and support new ways of communication, collaboration, coordination, and learning. Using these new technologies, organizations will be able to make existing processes more effective and efficient. The emerging ICT pose as challenges to existing theories and methodologies used in

information systems (IS) research. Please using an example to show your experiences and comments on the changing role of IS practice in the era of Web 2.0. (中文概要：請舉例並討論在 Web 2.0 的時代中，資訊系統實務的角色改變)。(20%)

三、試比較 SDLC 與 Prototyping 兩種系統開發方式之優劣點，與適用於何種類型之資訊系統開發？(15%)

四、請比較 4P 行銷組合與體驗行銷 (Experiential Marketing)，在網路世代中，如何與電子商務做結合。試論述其差異性。(15%)

### 參、申論題 (25 分)

請說明現階段各企業在 ICT 環境架構下所使用的應用系統 (enterprise applications) 面臨到哪些管理層面上的挑戰呢？您認為應該如何因應或是有何解決之道呢？(25%)

(本試題結束)