系所組別：會計學系乙組

考試科目：管理資訊系統　　　　　　　　　　　　　　　　　　考試日期：0223，節次：1

※ 考生請注意：本試題不可使用計算機。　請於答案卷(卡)作答，於本試題紙上作答者，不予計分。
共 7 題，總分 100 分。

1. What is a third-party payment and how can it protect buyers' right? (10%) Give an example. (5%) What are the advantages and potential risks of this recently-developed payment platform for e-commerce? (10%)

2. What is viral marketing? (10%)

3. What is mobile commerce? (5%) What are its main applications? (5%)

4. What is Location Based Service? (5%)

5. You are working as a project manager for a small IT consulting firm and have been asked to create a plan for reviewing and auditing completed projects in order to gauge their success. What factors will you use to measure the success of a project? (5%) What questions would you ask in order to understand why a project succeeded or failed? (10%)

6. What is the goal of knowledge management? (10%) What are the potential benefits? (10%)

7. Some data-mining tools like decision trees are good at helping users make sense out of vast quantities of data by simplifying the relationships being studied. Is it possible that sometimes these tools can generate results that oversimplify reality? (10%)　How can we protect against this? (5%)