資訊管理學系碩士班入學考試試題

科　目：　　管理資訊系統　　　　　　　　　　第　1　頁共　1　頁

I. 名詞解釋：（每題4分，共20分。）

1. Environmental Management Information System
2. Biometric Authentication
3. Semantic Web
4. Digital Divide
5. Value Chain Model

II. 簡答：（共20分。）

1. What are the similarities and dissimilarities of Artificial intelligence (AI) and Business Intelligence (BI)? （7%）

2. Please compare the concepts of On-demand computing versus Cloud Computing. （7%）

3. What are the differences between Customization and Personalization? （6%）

III. 個案題: (共60分)

Case Study Part I: (30%)

Please read the following mini-cases in Attachment Part A, and answer the questions

1. Would you recommend Beer Co. invest this new mobile computing application? What would be the benefit to Beer Co.?
2. Would you recommend Repair Co. proceed with the proposed investment? What would the benefits of this new m-commerce application be?

Case Study Part II: (30%)

Please read the following mini-case in Attachment Part B, and answer the questions.

3. What sort of knowledge assets and resources exist in Building Blocks? Would you suggest that these resources should now be more formally managed? Why?
4. What role would IT play in the implementation of this knowledge management approach?