

# 元智大學 103 學年度研究所 碩士班 招生試題卷

系(所)別： 資訊管理學系碩  
士班

組別： 資管組 A

科目： 管理資訊系統

用紙第 1 頁共 1 頁

●不可使用電子計算機

1. (a) What is a computer-based information system (CBIS)? (3 marks)  
(b) What are the six main components of a computer-based information system (CBIS)? And, for each component, provide a brief description. (18 marks)
2. There are many types of pressures a business may face in a typical business environment, e.g., from the economic/market, societal, political, legal and technology perspectives. Thus, in order to maintain organizational business performance what can a business do using IT to counteract the pressure? (Give any five examples.) (10 marks)
3. Define what is (a) e-commerce (3 marks), (b) e-business (3 marks), (c) crowdsourcing (3 marks), (d) netcasting (3 marks), and (e) podcasting (3 marks).
4. (a) Define what Web 2.0 media site is about. (5 marks)  
(b) Describe four basic kind of actions a user of Web 2.0 media site can perform. (8 marks)  
(c) Web 2.0 media provide a variety of content. Name three most popular contents those are widely available . And for each content, give two examples of world-wide well known company that support this content. (12 marks)
5. (a) Explain how Internet advertising impacts the traditional forms of advertising? (10 marks)  
(b) Describe the three most common online advertising methods. (9 marks)  
(c) Define what an online service industry offers to a customer. Give four examples of leading online service from different industry. (10 marks)

103091

