

國立臺北護理健康大學 101 學年度碩士班招生  
資訊管理研究所碩士班  
資訊管理概論 試題

注意	1.本試題共有1頁。 2.請用中文或英文作答。 3.請標明題號依序於答案卷上作答
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問答題共 4 題(100%)

I. Please briefly describe the following terms: (30%)

- 1) customization                      2) data redundancy                      3) inheritance  
4) push technology                      5) sensor network                      6) transaction cost theory

II. 隨著科技進步與發展，智慧型手機(smart phones)逐漸普及化，也融入我們的生活，相關品牌如 Apple iPhone、HTC Sensation、Samsung Galaxy 等。此一發展趨勢，對企業組織之經營模式與服務型態帶來許多衝擊：(20%)

1. 智慧型手機對企業組織可帶來哪些創新之經營模式與服務型態；又可能衍生哪些新的管理議題？
2. 前述之經營模式與服務型態，需要藉由哪些資訊技術來實現？

III. 關於資訊科技(information technology)與競爭優勢(competitive advantage)：(30%)

1. 請舉例說明何謂競爭優勢？
2. 競爭優勢可否持續(sustainable)？為什麼？
3. 企業如何透過資訊科技增加轉換成本(switching costs)以鎖定(lock in)顧客或供應商？請舉企業案例來支持你的答案。

IV. No information system is perfect, because user demand always exceeds the supply. In the age of information technology (IT), however, it will be "two sides of the same coin". Costs keep rising with the introduction of new technology on the one hand and IT should be an effective way of lowering costs on the other. Imagining it, you present credit-card sized electronic medical record (EMR) to the doctor or the pharmacist or the hospital, and everything—for example, the date and dosage of a prescription—is recorded by a national computer system, which also usually deals with payments. Furthermore, you can visit whatever medical services (pharmacy or doctor) anytime-anywhere and your medical records are automatically available. If the health-care providers widely deploy the EMR, a boom is predicted in IT spending, and any remote medical services made possible by the internet (just thanks to cloud computing).

**Is electronic medical record a cure for health care? Please justify your answer in terms of IT spending, operations efficiency, and privacy issues.** (20%)