

國立中山大學100學年度碩士班招生考試試題

科目：管理資訊系統【資管系碩士班甲組】

一、解釋名詞：(每題簡答字數不得超過 50 字，超過會扣分；每題四分)

1. 社群行銷
2. 顧客關係管理
3. 決策支援系統
4. 雲端運算
5. 長鞭效應

二、問答題 (每題二十分)

1. Bill Gates 曾說過一句話：

How you manage information determines whether you win or lose.

請以電子商城及飯店業者為例，根據相關理論有系統地說明有哪些方式(含資訊收集內容、彙整分析及應用與相關系統運用)可以提升競爭優勢？

2. 請說明要建置一個純粹的網路商店和為一家已存在的商店建置網路商店，二者在經營規劃方面的考量有何主要差異？請依據每一規劃項目說明二者的考量是否有差異？如果有，又是什麼？

3. 請回答以下有關資料庫的問題：

(1) 何謂關聯式資料庫 (Relational Database)? (5%)

(2) 請用實體關係圖 (Entity-Relationship Diagram) 來表示客戶、訂單、員工之間的關係。(5%)

(3) 假設訂單表格有以下欄位：訂單編號、訂單日期、聯絡人、備註、客戶編號、員工編號，請畫出此資料表單，包括欄位名稱、欄位型態、鍵屬性(何者是主鍵或外部鍵)。(10%)

4. 請將下列摘要翻譯成中文。

Over the last two decades, information systems (IS) research has primarily focused on people's conscious (intentional) behavior when trying to explain and predict IS usage. Consequently, almost no research has investigated the potential importance of subconscious (automatic) behaviors, also known as habits. This study represents a first step toward validating the idea that one can add explanatory power to a behavioral model such as Ajzen's [1985] theory of planned behavior (TPB) by including the habit construct. We conducted a two-stage questionnaire-based survey involving two different groups of students who had access to a sophisticated internet-based communication tool (IBCT). These data were used to test a behavioral model integrating theoretical constructs of TPB and a relevant subset of Triandis' [1980] behavioral framework. Our findings highlight the importance of considering *both* conscious (intentions) and subconscious (habits) factors in explaining usage behavior. Furthermore, we share our observations about antecedents of IBCT usage in the educational context. Implications for practice and research are discussed.

出處：M., Limayem, S. G. Hirt, Force of habit and information systems usage: Theory and initial validation, Journal of the Association for Information Systems 4 (1) (2003) 65-97.