

國立聯合大學一百學年度碩士班考試招生

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. Please explain the following terms (20%)

1. Outsourcing
2. Ubiquitous computing
3. Location-based service
4. Opt-in model
5. Knowledge management value chain

II. Please answer the following questions (30%)

1. What is the bullwhip effect? How can information systems lessen the impact of bullwhip effect? (15%)
2. Please describe four types of system conversion strategies. What are their benefits and limitations? (15%)

III. Case Study (50%)

Answer the questions according to the provided CASE material. (個案如附件)

1. After reading the provided material, please identify the challenges and possible solutions in Healthcare industry regarding information management. (25%)
2. Utilizing social media has become an emerging trend for IT-enabled service innovation. According to your opinions, please describe some key research issues and its importance in this field. (25%)