

世新大學 100 學年度碩士班招生考試試題卷

第 1 頁共計 2 頁

系所組別	考試科目
傳播管理學系	管理學

※本考題 可使用 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

1. 臉書 (facebook)、部落格、智慧型手機 (如 iPhone) 以及平版電腦四者之間的競合、互補與替代關係為何？請採用任何你所熟悉的策略分析工具或經濟觀點為此四者未來之興盛衰敗進行預測。(30%)

2. 就某機構針對美國臉書 (Facebook) 與推特 (Twitter) 的使用者人口統計變項調查指出

- 88%的人知道 Facebook vs. 87%的人知道 Twitter
- 12%的 Facebook 使用者每日會更新狀態 vs. 52%的 Twitter 使用者每日會更新狀態
- Facebook 的使用者中男性佔 46% vs. Twitter 的使用者中男性佔 48%
- 30%的 Facebook 使用者習慣用智慧型手機上 Facebook vs. 37%的 Twitter 使用者習慣用智慧型手機上 Twitter
- 使用者的教育程度
 - ◆ 大學畢業以上 Facebook 22% vs. Twitter 28%
 - ◆ 大學就學中 Facebook 28% vs. Twitter 48%
 - ◆ 中學 Facebook 21% vs. Twitter 7%
 - ◆ 其他 Facebook 29% vs. Twitter 17%
- 年齡
 - ◆ 55 歲以上 Facebook 7% vs. Twitter 9%
 - ◆ 45~54 歲 Facebook 12% vs. Twitter 17%
 - ◆ 36~44 歲 Facebook 18% vs. Twitter 27%
 - ◆ 26~34 歲 Facebook 23% vs. Twitter 30%
 - ◆ 18~25 歲 Facebook 29% vs. Twitter 13%
 - ◆ 13~17 歲 Facebook 11% vs. Twitter 4%

就以上的調查結果而言，何種產品適合在 Facebook 上推廣而不適合在 Twitter 上推廣；反之，何種產品適合在 Twitter 上推廣而不適合在 Facebook 上推廣。試各舉一例，並說明原因。(30%)



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第 2 頁共計 2 頁

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3. 請研讀以下文章並回答文章後所列的問題：

The iPad is the newest device in Apple's family of touch-based computers. Positioned between a traditional laptop computer and pocket computers like the iPod Touch, nobody seems quite sure how to categorize the iPad. Is it a competitor for low-cost "netbooks?" A big iPod? A new platform? What role, exactly, will it play in our digital lives?

Following months of pre-release discussion, we purchased the \$499 model on the day it arrived at Apple's stores. iPad in hand, we then spent several days evaluating the system and gathering input from a cross-section of people ranging from traditional Apple enthusiasts to netbook owners to self-described "computer illiterates." We found it to be a useful "peripheral computer", a unique device that complements, rather than replaces, existing computers and smartphones. It also extends Apple's mobile, touch-based platform, adding even more energy to a vibrant "ecosystem," which is controlled from top to bottom by Apple but also benefits from the creativity and hard work of a growing army of third-party developers.

In 10 years of reviewing tech products for The New York Times, I've never seen a product as polarizing as Apple's iPad. "This device is laughably absurd," goes a typical remark on a tech blog's comments board. "How can they expect anyone to get serious computer work done without a mouse?" "This truly is a magical revolution," goes another. "I can't imagine why anyone will want to go back to using a mouse and keyboard once they've experienced Apple's visionary user interface!" Those are some pretty confident critiques of the iPad — considering that their authors have never even tried it. In any case, there's a pattern to these assessments. The haters tend to be techies; the fans tend to be regular people. Therefore, no single write-up can serve both readerships adequately.

請為本文訂定一個合適的標題。(10%) 你是否認同作者的觀點？為什麼？(10%) 試以 Michael E. Porter 的五力分析針對平版電腦產業進行分析。(20%)