國 立 雲 林 科 技 大 學

100 學年度碩士班暨碩士在職專班招生考試試題

系所：資管系

科目：資訊管理導論

(I)　Please define the following terms: (16%)

1、Virtual Reality Modeling Language (VRML)[4%]

2、Wisdom of Crowds[4%]

3、Churn rate[4%]

4、Social shopping[4%]

(II)　Short Answer (34%)

1. Explain how text mining and web mining differ from conventional data mining? [4%]

2. Describe how partner relationship management (PRM) and employee relationship management (ERM) are related to custom relationship management (CRM)? [6%] Distinguish between operational and analytical CRM? [4%]

3. Define case-based reasoning, and explain how it differs from an expert system? [8%]

4. Define and describe fuzzy logic, genetic algorithms, and intelligent agents? [6%] Explain how each works and the kinds of problems for which each is suited? [6%]

(III)　Essay: (50%)

1. What is Cloud Computing? Describe its challenges and opportunities. (25%)

2. What is Service Oriented Architecture? Describe the architecture and explain a practical example of SOA. (25%)