

國立中正大學

112 學年度碩士班招生考試

試題

[第 2 節]

科目名稱	管理學
系所組別	資訊管理學系醫療資訊管理

—作答注意事項—

※作答前請先核對「試題」、「試卷」與「准考證」之系所組別、科目名稱是否相符。

1. 預備鈴響時即可入場，但至考試開始鈴響前，不得翻閱試題，並不得書寫、畫記、作答。
2. 考試開始鈴響時，即可開始作答；考試結束鈴響畢，應即停止作答。
3. 入場後於考試開始 40 分鐘內不得離場。
4. 全部答題均須在試卷（答案卷）作答區內完成。
5. 試卷作答限用藍色或黑色筆（含鉛筆）書寫。
6. 試題須隨試卷繳還。

國立中正大學 112 學年度碩士班招生考試試題

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系所組別：資訊管理學系醫療資訊管理

1. Business opportunities impacted by the proliferation of new technologies (25 marks)
 - A. Sandra Ng (吳君如) has been well-known as an award-winning actress. However, in the 1990s she released five studio albums. Using the long-tail theory or otherwise, explain how the proliferation of Spotify, KKBox and other music streaming platforms may bring her additional income (10 marks).
 - B. Successful sharing economy platforms like Airbnb and Uber may have been established long ago (for example, before 2010). However, they were not gaining significant success until recent years. From the perspective of technology proliferation, explain why. (10 marks)
 - C. Explain how crowdfunding lowered the barriers to starting new businesses (5 marks)
2. Emotional labour is the process of managing feelings and expressions to fulfil the emotional requirements of a job. Workers are expected to regulate their emotions during interactions with customers, co-workers, clients and managers. This is done so as to produce a certain feeling in the customer or client that will allow the company or organization to succeed (25 marks)
 - A. Using your daily life experience and knowledge, explain to what extent the work of healthcare professionals involves the process of emotional labour. (10 marks)
 - B. During the pandemic of COVID-19, the healthcare systems in Taiwan (and many other countries) are under great stress. Explain how the process of emotional labour is impacted because of COVID-19. (5 marks)
 - C. How can emerging technologies mediate the issues which you mentioned in Part (B)? (10 marks)
3. Telemedicine (or telehealth) is the delivery of health-related services via information technologies. (25 marks)
 - A. Explain its advantages and issues to be considered during the implementation (5 marks)
 - B. Currently, it is widely proliferated in Australia, USA and some other countries but not Taiwan. Based on your opinion and knowledge, explain why. (10 marks)
 - C. Write a letter of 150 Chinese words to Dr. Hsueh Jui-yuan (薛瑞元), the Minister of Health and Welfare. Persuade him to implement a more relaxed policy regarding the implementation of telemedicine in Taiwan. (10 marks)
4. Porter's 5 force / Porter's Generic Strategies Analysis (15 marks)
 - A. Do a porter 5 force analysis for China Airlines. Focus on the Taiwanese market. (10 marks)
 - B. Explain one limitation of the 5 Force model. (5 marks)
5. Using your daily life experience and knowledge, explain the role of social media on mental health (10 marks)