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1. Short Questions

1) What is a social networking group? Explain Facebook's principles of meaningful social networking applications (12%).

2) For a small size machinery factory, explain how this organization would use ERP differently comparing to a large insurance company (10%).

3) Why diseconomies of scale can affect systems development (8%)?

4) Explain what are mashups with the help of an example (10%).

5) Explain the unsupervised data mining and justify its applications (10%).

(背面仍有題目,請繼續作答)

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2.- Please define the following terms and then describe **"how"** each one can be used in **"which"** context (5 points for each one).

(1) Social CRM
(2) Supervised data-mining
(3) Systems development life cycle (SDLC)
(4) Three-tier architecture

3.- Please **"use both graphics and texts"** to explain how a chief information executive should do to manage a cloud computing system. (15%) [Hint: To provide a clear explanation, a concrete example given can be a help!]

4.- Based on the following abstract and the table on the next page, **"how"** the terms, **project and program**, are different? Please provide your analysis results and explanations as clear and detailed as possible. (15%) [Hint: A diagram followed by your analysis results makes your explanation clear and convincing!]

Abstract: This paper proposes that projects and programmes can be empirically distinguished by the way in which they are associated with expectations and evaluations of success and failure. Support for the proposition is grounded in analysis of over sixteen hundred examples of occurrences of the terms 'project' and 'programme' with 'success' and 'failure' derived from the Oxford English Corpus (OEC). The OEC is a structured and coded database of over two billion words of naturally occurring English collected from the World Wide Web. The analysis highlights that project and programme are each modified by the terms 'success' and 'failure' in significantly different ways, indicating that they are conceptually distinct phenomena. These findings imply that academics must be cautious in their use of language in investigations of project and programme evaluations, and that practitioners should consider the implications of considering programmes as 'scaled-up' projects, given their propensity to different evaluation outcomes.

Please turn to the next page to look up the table for question 4.

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Table 9
Occurrences of project/programme with success/failure---by domain.

Domains	Agriculture	Arts	Business	Computing	Environment	Fiction	Games	Humanities	Law	Life & Leisure	Medicine	Military	News	Paranormal	Religion	Science	Society	Sport	Transport	Weblog	TOTAL
Project + Success	7	27	27	59	5	3	0	8	6	20	16	8	145	1	5	38	30	6	9	17	437
Programme + Success	10	14	24	11	7	1	2	11	5	76	89	42	125	0	10	36	107	36	11	15	632
Project + Failure	0	32	28	45	4	8	0	10	10	24	7	10	76	0	6	33	23	0	2	22	340
Programme + Failure	0	3	20	13	7	2	1	4	1	9	13	7	32	2	1	12	41	3	4	23	198
Success + Project/ Programme	17	41	51	70	12	4	2	19	11	96	105	50	270	1	15	74	137	42	20	32	1069
Failure + Project/ Programme	0	35	48	58	11	10	1	14	11	33	20	17	108	2	7	45	64	3	6	45	538
Project + Success/ Failure	7	59	55	104	9	11	0	18	16	44	23	18	221	1	11	71	53	6	11	39	777
Programme + Success/ Failure	10	17	44	24	14	3	3	15	6	85	102	49	157	2	11	48	148	39	15	38	830
Overall	17	76	99	128	23	14	3	33	22	129	125	67	378	3	22	119	201	45	26	77	1607

Paper source: Stewart, A., & Molloy, E. (2013). Succeeding programmes, failed projects: A lexicographical analysis of a disputed semantic terrain. International Journal of Project Management, 31(1), 80-89.