

科目： 管理資訊系統

系所組： 資訊管理系(所)

一、 Knowledge Management (25%)

- (1) What is the crowdsourcing system? 4%
- (2) What is Gamification? 4%
- (3) What is social knowledge management (SKM)? 4%
- (4) How the concepts of crowdsourcing and Gamification provide benefits for SKM in Enterprises? 7%
- (5) Amazon Mechanical Turk (MTurk) is one of well-known examples of crowdsourcing. Explain how it works, include the concepts of “provider”, “request”, and “HITS”? 6%

二、 Leading businesses are quickly realizing the benefits of e-collaboration. What is **virtual collaboration**? Enterprise collaboration tools have been popular for over a decade. Portals, intranets, extranets, and shared workspaces are examples. More recent technologies Enterprise 2.0 technologies provide more options to promote and support enterprise collaboration. What is **Google Wave**? (10%)

三、 Forward-thinking businesses and individuals are beginning to plan for the next evolution, which is being called **Web 3.0**. According to Mitra (2007), the future Web will be defined as:

$$\text{Web 3.0} = (4C + P + VS)$$

where

3C=Content, Commerce, Community, 4th C=Context

P=Personalization

VS=Vertical Search

How might **artificial intelligence** play a role in the evolution of the future Web? (15%)

四、 When you examine the components of BI (Business Intelligence), you realize that it is not an entirely new set of ITs. BI capabilities depend on an integration of several ITs (data warehousing, data mining, online analytical processing, dashboards, the use of the Web, and increasingly, social media) Describe **the components of BI**. Explain the cause of **blindspots**. (15%)

五、 One of the biggest mistakes managers make is underestimating IT vulnerabilities and threats. These threats can be classified as unintentional or intentional threats. What is **social engineering** and **data tampering**? (15%)

六、 Many business and professional organizations have found it desirable to create their own focused social networking services. Why would a business want to create a **private SNS**? What are some of the challenges associated with doing this? (20%)

※ 注意：1. 考生須在「彌封答案卷」上作答。

2. 本試題紙空白部份可當稿紙使用。

3. 考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。