

元智大學 102 學年度研究所 碩士班 招生試題卷

系(所)別：資訊管理學系碩士班

組別：資管組 A

科目：管理資訊系統

用紙第 / 頁共 / 頁

●不可使用電子計算機

1. (a) What is 'cloud computing'? (10 marks)
(b) Explain in detail the two main benefits of cloud computing. (10 marks)
(c) Name any five high profile companies that dominate the cloud computing marketplace. (10 marks)

2. (a) What is a management information system (MIS)? (Provide three main explanations.) (10 marks)
(b) Explain how is information technology (IT) related to MIS? (5 marks)

3. (a) What are the eight unique features of E-commerce Technology? (16 marks)
(b) From the e-commerce context, define the meaning of the following terms: behavioral targeting, long tail marketing and crowdsourcing. (9 marks)

4. (a) What is location-based commerce (l-commerce)? Give one advantage of l-commerce from the consumer perspective and one from the business supplier's perspective. (10 marks)
(b) Describe the five key concepts underpinned the l-commerce. (10 marks)
(c) Explain the five location-based and network technologies required in order to provide an appropriate location-based service to consumers. (10 marks)