

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 B

科目： 管理資訊系統

用紙第 () 頁共 / 頁

●不可使用電子計算機

Question 1 (40%)

Firms have been spending substantial resources in information systems (IS) in hopes to gain competitive advantage. Three general strategies are commonly used against industry rivals, i.e. low-cost, product differentiation, and market niche focus. Please answer the following questions.

- 1). What these three strategies are? (20%)
- 2). How information technologies facilitate the achievement of these strategies. Present a case that applies information technologies as an illustration for each business strategy? (20%)

Question 2 (30%)

Data warehouse (DW) is one of the critical components for business intelligence (BI) architecture. DW is defined as a central repository of data which is created by integrating data from one or more disparate sources. Integrated information is essential for senior managers to make good strategic decisions. Please do the following tasks.

- 1) Data stored in DW has fundamental differences from one organized in tradition database. Describe characteristics of data in DW and the differences with data in traditional database. (15%)
- 2) The creation of integrated data base involves three processes: extraction, transformation, and loading, which is known as ETL model. Explain the three integration processes in details. (15%)

Question 3 (30%)

Systems development (SD) is a critical mission in IS field. It involves in a series of interrelated activities stemming from the conception of a system to its retirement. In general, SD process entails four primary stages: planning, analysis, design, and implementation. Generally speaking, there are three different alternatives in building a system: water down, prototyping, and rapid application development (RAD). Please do the following tasks.

- 1). Explain in detail the activities involve in each of the SD stages (10%).
- 2). Describe the SD processes of the three system building approaches (water down, prototyping, and RAD). (10%).
- 3). Describe the pros and cons about each of the three SD alternatives (10%).