

# 中原大學 102 學年度 碩士班 入學考試

102/3/2 10:00 ~ 11:30 資訊管理學系

誠實是我們珍視的美德，  
我們喜愛「拒絕作弊，堅守正直」的你！

科目：資訊管理導論

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可使用計算機，惟僅限不具可程式及多重記憶者  不可使用計算機

1. What are the values of information systems?(10 points)
2. Explain what “disruptive innovation” is; give an example of disruptive innovation; and analyze your example with Michael Porter’s five forces model. (10 points)
3. There are different systems and enterprise applications for use in different management groups/functional areas; and there are major systems linking different management groups/functional areas of an organization. Please explain what these information systems are and how they are related. (10 points)
4. Big Data is a hot topic in business analytics nowadays. Hadoop is one popular tool for distributed processing of large data sets across clusters of computers. It is scalable and can handle multi-structured data such as clickstreams, tweets, video, Facebook comments, sensor data, and so on. In the foreseeable future, will big data tools such as Hadoop replace traditional BI tools for business analytics, and why? (10 points)
5. Nonaka proposed the SECI model of organizational knowledge creation in 1994. Please answer one of the two following questions: 1) How would you evaluate this model? 2) How would you use information systems/technologies to enable or facilitate this process in an organization? (15 points)
6. Samsung ran a three-week advertising campaign on Facebook for its Galaxy S3 in year 2012. The campaign cost \$10 million US dollars and generated \$129 million in sales. It is seen that Facebook has become a strong competitor of Google in online display advertisement. Please explain how Facebook has achieved this competitiveness from three different theoretical/management aspects. (15 points)
7. If you are the CIO of 7-ELEVEN in Taiwan, with more than 4,800 stores, a large logistic transportation system, and other IT-related services like 7-WiFi and 7-mobile 4G, how would you design the security infrastructure for the company? What technologies would be used? (15 points)
8. Apple has become a very profitable (over \$120 billion in cash hoard) company with its iPod, iPhone, and iPad gaining large product market shares around the world. However, instead of setting up its own factories, Apple outsources its manufacturing to Foxconn Technology Group. Please use three different management/theoretical angles to explain this cooperation. (15 points)