

系所組別： 會計學系乙組

考試科目： 管理資訊系統

考試日期：0220，節次：1

※ 考生請注意：本試題 可 不可 使用計算機

1. Is it possible to use Technical Analysis based on stock price and volume to devise a decision support system to the benefit of stock market investors? If the answer is 'yes', please explain how? If the answer is 'no', why? (15%)

2. Highlight the main difference between digital goods and conventional goods. (10%)

3. What is portfolio analysis? How to apply it to evaluate alternative system projects? (15%)

4. Information systems are considered long-run capital investment projects. What are the principal capital budgeting models for evaluating information technology projects? (8%)

5. Illustrate how a company (e.g. KPMG International) can use a structured knowledge system (e.g. KPMG's KWorld) to train her new employees and prepare them to joining existing workforce. (15%)

6. Describe how 7-Eleven responds to the needs of the customer by using a Retail Information System. (15%)

7. In the case study, entitled 'Morgan Stanley's Return on System Noninvestment', this global financial services giant suffered a severe drop in profits from her Retail Brokerage business due to a lack of investment in technology before 2006. In 2006, the company's new CEO, John Mack, assigned a new head, James Gorman, for the Global Wealth Management Group. If you were James Gorman, what information systems would you invest in? (6%) Why? (6%) Do you think Morgan Stanley's plans for an integrated client information system are worthwhile? (10%) [Hint: Think of the services you would like to receive from your banker or stock broker.]