

銘傳大學九十二學年度資訊管理學系碩士班招生考試

第二節

管理資訊系統

一、問答題

- 1、(20%)何謂經營模式(Business Models)?何謂電子市集(eMarketplace)?電子商務(EC)上有哪些創新(Innovative)的經營模式?它們在網路市場上各解決了哪些交易成本?創造哪些價值?
- 2、(20%)資訊科技(IT)在知識經濟(Knowledge Economy)扮演何種與哪些角色?又資訊科技(IT)在知識管理(KM)扮演何種與哪些角色?再者,請分析台灣現在面臨產業轉型的時候,資訊技的策略性角色如何發揮?
- 3、(30%)請先解釋 Insourcing、Outsourcing、Self-sourcing 的意義?並針對下表的内容詳細討論之。【它是組織各類資訊系統的開發型式,請討論它的適用性?說明贊成(Y)的理由,或不贊成(N)的理由,並解釋之。】

IT Systems	Insourcing	Outsourcing	Self-sourcing
TPS			
MIS			
DSS			
EIS			
IOS			

二、選擇題(單選,中英文命題,30%)

- 1、() A 'Data Base' which is characterized with features of subject-oriented, integrated, time-variant and nonvolatile; is a logical collection of information gathered from many different operational databases that supports business analysis activities and decision-making tasks. This is a (A) data mart (B) data warehouse (C) data mining (D) data schema (E) data model.
- 2、() (A) HTML (B) XML (C) DTML (D) SGML (E) ASP is a language coming into use for production of Web documents and as the basis for the exchange of business documents.
- 3、() (A) Dynamic pricing (B) Forward auction (C) Aggregation (D) Reverse auction (E) Dis-aggregation is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left.
- 4、在供應鏈上,下游的訂單產生變異時,愈往中、上游走,其訂單數量變異性

愈大，此現象稱為: (A)長鞭效應 (B)漣波效應 (C)前置效應 (D)囤積效應 (E) 以上皆非。

- 5、() When an Internet site can know enough about your likes and dislikes that it can fashion offers that are more likely appeal to you. We call it as :(A) mass customization (B) personalization (C) disintermediation (D) differentiation (E) none
- 6、() (A) SCM (B) CRM (C) ERP (D) KM (E) CASE is the coordinated planning of all an organization' s resources involved in the production, development, selling, and servicing of goods and services.
- 7、() 在供應鏈上某一活動的延誤將造成整個供應鏈訂單流程週期間與效率的延誤，稱為: (A) 長鞭效應 (B)漣波效應 (C)積壓效應 (D)配銷效應 (E) 以上皆非。
- 8、() (A) Genetic algorithm (B) Parallel algorithm (C) Neural network (D) Expert system (E) Bioinformatics is an intelligence system that mimics the evolutionary, survival-of-the-fittest process to generate increasing better solutions to a problem.
- 9、() (A) Intelligent computing (B) Intelligent agent (C) Intelligent engineer (D) Intelligent referencing (E) Intelligent bot is an artificial intelligence system that can move around your computer or network performing repetitive tasks independently, adapting itself to your preferences.
- 10、() (A) Value chain (B) Value network (C) Virtual value chain (D) Value complementor (E) Value web is all of the resources behind the click on a Web page that the customer doesn' t see, but that together create the customer relationship- service, order fulfillment, shipping, financing, information brokering, and access to other products and offers.
- 11、() 下列何者不是網路經濟的定律:(A) 擾亂定律 (B) 摩爾定律 (C) 公司遞減定律 (D) 邊際報酬遞減定律 (E) 梅特卡夫定律
- 12、() 組織將文件、手冊、研讀資料等，經由不斷的教育訓練與學習等活動，來改變員工的技能、價值觀、態度與行為，稱為:(A) 外部化 (B) 內部化 (C) 社會化 (D) 組合化 (E) 以上皆非。