

國立勤益技術學院九十二學年度研究所招生初試試題卷
所別：流通科技管理研究所 組別：科技應用組 身分別：在職生
科目：電子化企業個案評論 准考證號碼： (考生自填)

考生注意事項：

- 一、以中文或英文答題。
- 二、答題時需標註題號。

一、請將以下英文縮寫之中英文全名寫出並解釋其意義：

(1) EC (2) CRM (3) SCM (4) ERP (5) POS。

(本題 25 分，每小題 5 分)

二、若商店採用 SET 安全電子交易協定，請說明 SET 交易中之各種角色並說明此電子交易協定之安全機制。 (本題 25 分)

三、Case Study (本題 50 分)

Cushman and Wakefield Inc. of New York is a real estate broker and property management of company specializing in commercial properties. The company employs 2,000 employees in 40 locations in the United State and overseas. The company was facing two problems: first, how to make the ever-changing corporate policies and human resources information easily accessible to its employees, and second, how to provide detailed data on thousands of commercial properties around the world to all its brokers. In contrast to residential real estate, where the buyers and the sellers are usually in the same city, in commercial real estate a specific property can be purchased by a buyer in another location.

A solution to the first problem was attempted with CD-ROMs. But because of the frequent changes in policies and procedures, the system collapsed. The solution to the second problem was to use paper catalogs and faxes. This solution proved to be clumsy, expensive, and difficult to maintain and update. The company decided to use an intranet solution.

The company has a WAN infrastructure that connects its headquarters with five large cities using high-speed T1 lines. In addition, it uses high-speed modems to connect its 40 branch offices to a central communication server. With an expense of less than \$10,000 (for an Internet server, browsers, and so on), the company has initiated its intranet. The reason for such a low cost was the existence of networks, programs, and hardware.

Using the existing TCP/IP-based network, the intranet was created in three months and has been growing incrementally. In the beginning, the intranet provided

only passive access to human resource documents. Later, the company added a property-tracking site-solution database, which includes pictures and text regarding all properties for sale or lease. By adding an online chat forum, the company improved the communication among its employees. Finally, the existing e-mail system was incorporated into the intranet. Users access the system through a customized Graphical User Interface (GUI) client interface, and they can query the database with a Web browser.

The system provides the company with a strategic business application advantage. It is being expanded to allow other brokers to communicate with the corporate brokers and view available properties. This is where the intranet meets the Internet. As a matter of fact, the company has a small Web site (www.cushwake.com) that provides information to the general public about the company and its business.

Case Questions:

1. Why is the intranet the best solution for the company's problems? (本題 12 分)
2. How was it possible to install an intranet so inexpensively? (本題 12 分)
3. How can a chat room improve communication? (本題 13 分)
4. How can the company brokers communicate with outside brokers using an intranet/Internet mix? (本題 13 分)