

國立勤益技術學院九十三年學年度研究所招生初試試題卷

所別：企業管理研究所

組別：商管科技組 身份別：一般生在職生

科目：管理資訊系統

准考證號碼： (考生自填)

考生注意事項：

- 一、考試時間 100 分鐘。
- 二、答案請書寫於答案卷上。
- 三、試畢，本試題卷需一併繳回。

試題 (共一頁，六題)：

一、解釋下列名詞 (15%)

1. encryption
2. extranet
3. portal
4. protocol
5. supply chain

二、比較電子商務的種類及描述電子商務如何改變消費者零售行為和企業對企業間之交易? (20%)

三、何謂波特(Porter)的競爭力模式? 如何利用資訊科技(IT)來抗拒這些競爭壓力? (15%)

四、企業模式描述了公司如何送交產品並展示如何創造財富的觀念。新興的網際網路企業模式有哪些? 試分別說明之。(15%)

五、A company typically has many systems it wants to build, but unfortunately it doesn't usually have the resources to build all of the systems. How does a company decide which systems to build? (15%)

六、Information systems differ in terms of their size and technological complexity, and in terms of the organizational problems they are meant to solve. A number of methods have been developed to build information systems. Please describe some alternative system-building approaches they are commonly used. (20%)