

佛光人文社會學院九十學年度碩士班招生考試試題卷

系所別：資訊學研究所

科 目：資訊管理

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一、名詞解釋

(每題 4 分，共 40 分)

1. 3-Tier Client/Server Architecture ;
2. Intelligent Decision Support System ;
3. VPN ;
4. MRP II and ERP ;
5. PDM ;
6. disintermediation ;
7. ICP ;
8. SCM ;
9. CRM ;
10. virtual community 。

二、申論題

(每題 15 分，共 60 分)

1. Someone says, "Because the Internet tends to weaken industry profitability without providing proprietary operational advantages, it is more important than ever for companies to distinguish themselves through strategy. The winners will be those that view the Internet as a complement to, not a cannibal of, traditional ways of competing." (Harvard Business Review, March 2001, p63-78) Do you agree with this statement? Please use examples to support your arguments.
2. There are two general models in electronic commerce, B to B and B to C. Which is more promising in the foreseeable future? Why?
3. What are object-oriented software development, software reengineering and reverse engineering? How can they help MIS people in building and rebuilding information systems?
4. 「知識管理 (Knowledge Management, KM)」已成為今日企業資訊化的熱門話題，而「商業智慧系統 (Business Intelligent Systems, BIS)」也成為新一代資訊系統的重點發展目標。請問：
[a]. KM 的定義是什麼？ [b]. KM 或 BIS 與時下傳統的管理資訊系統 (Management Information Systems, MIS) 究竟有何異同之處？ [c]. 請利用您的資訊管理專業知識來規劃一個 KM 或 BIS 的基本系統架構圖，並說明它有那些基本元件，以及它如何能有效的管理企業內外部資訊與知識？ [d]. 您認為企業發展 KM 或 BIS 的困難何在？該如何解決？