

佛光人文社會學院九十一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

用紙第 2 頁共 2 頁

strategies for the new information system. Part of her duties requires her to prepare a financial analysis worksheet. Since you are Jessie's assistant, she asks you to prepare a financial worksheet that summarizes the costs, benefits, and financial analysis associated with the project. Although Jessie is still in the process of identifying the new system's costs and benefits, she feels you can begin working on the spreadsheet. The remaining costs and benefits will be added later. Prepare an initial financial analysis worksheet for Jessie. Use a discount rate of 12 percent, and assume a useful life of 4 years.

(12%)

Costs	Initial	Year 1	Year 2	Year 3	Year 4
Hardware	1,000,000	200,000	200,000	200,000	200,000
Software	600,000	150,000	150,000	150,000	150,000
Personnel	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Benefits					
Increased Sales		4,000,000	4,500,000	5,000,000	5,500,000
Reduced Errors		500,000	500,000	500,000	500,000
Improved Managerial Control		450,000	450,000	450,000	450,000

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一、名詞解釋

(每題 4 分，共 24 分)

1. Artificial Neural Networks ;
2. Evolutionary Computation ;
3. Meta Data ;
4. Multi-Agent Systems ;
5. Knowledge Discovery in Data (KDD)
6. Enterprise Information Portal (EIP) 。

二、問答及計算題

(共 76 分)

1. 請分別寫出決策支援系統(DSS)與管理資訊系統(MIS)、資料庫管理系統(DBMS)之間的關連與差異。
(10%)
2. Some observers have characterized business process reengineering (BPR) as evolutionary, others as revolutionary. What is your opinion to this discrepancy above?
(10%)
3. What could happen if personnel and procedures are ignored when a new information system is developed for a business? How would you cope with the problems?
(10%)
4. Please contrast the advantages and disadvantages associated with user developed applications.
(10%)
5. What problems can arise when using the Internet for interorganizational systems?
(12%)
6. Why are intelligent systems so important for data mining? And, explain the relationship between data mining and customer relationship management (CRM)?
(12%)
7. Tata, a PC manufacturer, is primarily known for its commercial desktop series. Currently, the inventory control system at Tata is adequate. However, in recent strategic planning meetings, the company's management team has discussed the necessity of upgrading its information systems. As part of her duties, Jessy Chen, a lead analyst at Tata, was assigned the task of investigating design

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