

國立臺北科技大學

九十三年學年度商業自動化與管理研究所入學考試

管理資訊系統試題

填准考證號碼

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注意事項：

1. 本試題共 5 題，配分共 100 分。
2. 請按順序標明題號作答，不必抄題。
3. 全部答案均須答在答案卷之答案欄內，否則不予計分。

1. Please use examples or figures to explain the following items: (35%)

- (1) Enterprise resource planning
- (2) Bullwhip effect
- (3) Collaborative commerce
- (4) Balanced score card
- (5) E-business
- (6) Data mining
- (7) Value chain model

2. If you were approached by a small, profitable, family-owned company that wanted you to design and implement brand-new computerized information systems for them, with which system would you suggest they begin? Why? What kind of strategy would you suggest to develop the system? (20%)

3. Discuss the advantages and challenges of implementing a customer relations management system. (15%)

4. What are the reasons for only ten percent of the Fortune 500 companies in 1919 exist today? (15%)

5. Using examples or figures to illustrate the differences between the items?
(15%)

(1) Clustering vs. Classification

(2) Conflict vs. Inconsistency

(3) Information Management vs. Knowledge Management