問答題

1. Define the term of "marketing" (5%) and depict its relationship with MIS (10%).　Use an actual example to support your arguments (10%)

2. Explain the following terms (a) Context-Awareness (b) Social Contagion (c) O2O (d) On-demand Computing(12%)

3. Compare the (a) power, (b) limitation, (c) techniques, and (d) applications of "Search marketing" and "Social marketing" (8%).

4. Compare the business strategies (key advantages and disadvantages) of existing mobile App markets. (5%)

5. Along with the advances of information technology, more researchers have paid attention to the issue of Privacy.(25%)

    a. What is privacy?

    b. What is Information Privacy?

    c. What is Medical Information Privacy?

    d. What are electronic medical records (EMR)?

    e. Why the adoption of EMR in hospitals is so important?

6. 資訊應用效率的提昇與資訊價值的開創為資訊管理學域所極欲帶給學生學習的方向之一。請針對以上之論述，規劃並設計一間深具前瞻思維之大學生使用的智慧型教學教室所須之資訊系統。分數的評量以你所考量的教室相關之硬體環境規劃、軟體環境規劃、人機互動的說明、整體智慧化程度及創新思維五個方向作說明。(25%)