1. (a) (10%) 什麼是「相互回報」的電網？你如何善用它？你如何讓它升級？
(b) (10%) 什麼是「對立互補」原則？你如何善用它？

2. Question A. Explain the following effects/strategies commonly occurring/used in IT industries:
(a) (4%) Network externality  (b) (3%) Versioning  (c) (3%) Bundling

Question B. A social dilemma arises where a group of people are involved in some task that depends on the efforts of each of them. In an effort dilemma, one person's shirking places the burden of increased effort on the other(s). Here, we consider a knowledge sharing game of 2 persons in a group, in which the strategy choices of a group member are “contribute” and “free-ride”, and the payoff table of the knowledge sharing game is given by

<table>
<thead>
<tr>
<th>Group member 1</th>
<th>Contribute</th>
<th>Free-ride</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribute</td>
<td>10,10</td>
<td>2,15</td>
</tr>
<tr>
<td>Free-ride</td>
<td>15,2</td>
<td>5,5</td>
</tr>
</tbody>
</table>

When both group members contribute their knowledge, each of them will receive payoff 10; if only one group member contributes his knowledge, then the contributor will receive only 2, however, the other one without contribution will receive 15; when both group members free-ride, both will receive payoff 5.
(a) (3%) What would be the self-select outcome (or Nash equilibrium) in this game?
(b) (3%) What would be the efficient outcome (or socially optimal) in this game?
(c) (4%) Can you propose any solution(s) to enforce self-select outcome to be efficient?

3. (a) (10%) What is "knowledge management platform"?
(b) (10%) Why should we do the knowledge management audit?
4. (a) (10%) What is the difference between risk management and risk analysis?
   (b) (10%) There are two ways of doing risk analysis: the quantitative approach and the qualitative approach. Detail the pros and cons of each approach, respectively.

5. (a) (12%) What is "Habbo Hotel"? Please compare it with "Second Life".
   How could it affect the e-marketing?
   (b) (8%) What information would you get from this URL:
   http://milliondollarhomepage.com/
   Please describe its business model.

6. (a) (10%) Discuss two guidelines for designing appropriate (good) relation schemas.
   (b) (4%) Denormalization may be needed in some applications. Why?
   (c) (6%) What are association rules? Give an example to describe an association rule.

7. (20%) 請列举曾看過的企管暢銷書(三至六本)，說明各書的主要概念。並以簡圖、資料檔或其他方式敘明所列書籍彼此間概念的關係。

8. 据2007年1月11日自由時報報導

    蘋果電腦執行長賈柏斯在2007年參金塔emb電商世界展中發表了新款iPhone手機和Apple TV機上盒，正式進軍手機和家庭數位娛樂市場。賈柏斯表示，iPhone手機提供上網服務，也能下載和播放音樂，以及具有數位相機的功能。他更表示，多數先進手機號稱是智慧型手機，其實並不太智慧，而且不好使用，若有機會拿到iPhone，「你將會同意，蘋果創造了智慧型手機」。
    (a) (10%) 請以資管人的觀點說明何謂「智慧型」的定義。
    (b) (10%) 未來智慧型機器人的設計最重要的部份將是智慧型軟體的設計，試詳細說明一個智慧型機器人的軟體系統須包含的元件，以及舉例說明智慧型軟體如何能聰明的控制機器人的運作。