第一题 (20分)
1. Classify information systems (by the types of managerial level (people) support and by the types of functional (departmental) supports)

2. Describe knowledge sharing in communities of practice. Assume there are two knowledge workers in the community. The contribution strategy and payoff is described in the following bi-matrix of game. Under what conditions (a) both workers will share (b) only one will worker share (c) no one share.

<table>
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<tr>
<th></th>
<th>Share</th>
<th>Withhold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person 1</td>
<td>Share</td>
<td>SS, SS</td>
</tr>
<tr>
<td></td>
<td>Withhold</td>
<td>WS, WS</td>
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<tr>
<td></td>
<td>WS, SW</td>
<td>WW, WW</td>
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</tbody>
</table>

第二题 (20分)
1. Explain why ERP software is not capable to solve 'hands-off' problem. You can use 'purchase-order' as an example to illustrate the situation.

2. For an IT department inside a company, what would be the successful mode of operations so that the IT department can obtain cooperative employee’s support?

第三题 (20分)
(a) Briefly describe the difference between CSMA/CD and CSMA/CA?
(b) As for wireless communications, under what conditions, can CSMA/CD instead of CSMA/CA be used?

第四题 (20分)
請以一產業(如電子業，或物流業，或汽車業等)為例，說明建立其產業關聯圖的程序。說明中須含以下三要項：
(a) 產業內各產業的分類。
(b) 產業間的流程圖。
(c) 制程、廠商及產品資料表的形式。

第五题 (20分)
1. 什麼是「理想的習慣領域」？它與「競爭力」有什麼關係？
2. 解釋並說明如何善用下列原理：
   (a) 低深原理
   (b) 對立互補原理
第六题 (20分)
(a) (6分) Discuss two capabilities that should be provided by a database management system.
(b) (8分) Explain two approaches to database programming.
(c) (6分) How does clustering differ from classification?

第七题 (20分)
1. 選擇題：每題各兩分 (請按照題號回答)
(a) ( ) While Wal-Mart has a Web site from which it sells its products, the majority of the company's business is conducted in its retail stores. This is an example of:
   (1) pure e-commerce.
   (2) a brick-and-mortar operation.
   (3) a click-and-mortar operation.
   (4) a value added network.
(b) ( ) What are the two most cited reasons for not purchasing online?
   (1) Security and reputation
   (2) Security and price
   (3) Security and quality assessment
   (4) Price and quality assessment
(c) ( ) Plastics Inc. purchases 10 new computers from ABC Computers after evaluating price and service. Plastics Inc. follows this process each time they purchase computers and the supplier commonly changes based on price. What type of sourcing policy does Plastics Inc. use for computer hardware?
   (1) Systematic
   (2) Spot
   (3) Bid
   (4) Vertical
(d) ( ) Intermediaries address all of the following limitations of direct interactions EXCEPT:
   (1) high search costs.
   (2) inadequate quality.
   (3) lack of privacy for buyers.
   (4) pricing inefficiencies.
(e) ( ) Which of the following is an example of a general purpose pure-play e-tailer?
   (1) Store B does not have a physical location and sells a specific type of products.
   (2) Store C has a physical location and a Web site. A variety of products are sold.
   (3) Store D has a physical location. A variety of products are sold.
   (4) Store A does not have a physical location and sells a variety of products.
國立交通大學 97 學年度碩士班入學考試試題

科目名稱：資訊管理 (8191)    考試日期：97 年 3 月 9 日 第 1 節
系所班別：管理學院碩士在職專班    組別：資管組  第 3 頁, 共 3 頁

＊作答前, 請先核對試題、答案卷 (試卷) 與准考證上之組別與考試科目是否相符!!

2. 問答題：每題各五分，各題請在切題的要求下，在 50 字內回答，字數超過將倒扣。

(a) What is common between YouTube and E-Bay from EC platform point of view? Please explain your analysis. (5%)
(b) From the information management point of view, please explain what major function provided by “Google”. If you want to further use the data from Google, what steps you should do in order to create the most values for all users (5%)

第八題(20 分)
選擇題（共 10 項，請全部作答，每題 2 分。作答請寫清楚題號。）

1. 下列學者對於人工智慧的敘述是「錯誤」的?
   (a) Kohonen 提出自我組織特徵圖(Self-Organizing Feature Map, SOM , SOFM)
   (b) Marvin Minsky 提出回饋式類神經網路(Recurrent NN)。
   (c) 提出模糊邏輯概念(Fuzzy Logic)的是 Lotfi Zadeh
   (d) John H. Holland 提出了基因演算法(Genetic Algorithm)

2. SaaS Software 的特徵, 下列哪一項敘述是「錯誤的」?
   (a) 是一種透過網路來存取或管理供商務使用軟體
   (b) 應用上較接近一對多的服務模式, 而不是一對一
   (c) 由集中地點來管理活動, 而不是在每個顧客的公司裡, 顧客是透過 Web 遠端來存取應用服務
   (d) 軟體的更新需提供下載 patch 並更新

3. 可用於規範技術服務管理的架構是: (a) CMMI (b) ITIL (c) ISO (d) BS7799

4. 下列哪一項在 Service Oriented Architecture(SOA)中較不常見: (a) UDDI (b) SOAP (c) AJAX (d) WSDL

5. 被動式 RFID 標籤在應用上之特性, 哪一項敘述是錯誤的: (a) 不需接觸處理即可讀取 (b) 一次僅可處理一個標籤的讀取 (c) 易受電磁波干擾 (d) 可多次新增、刪除、修改標籤中儲存的資料

6. 哪一種方法「較不適合」應用於解決最佳化之問題: (a) Ant colony optimization  (b) Particle Swarm Optimization (c) fuzzy logic (d) linear programming

7. 下列哪一項與行銷資訊系統最相關: (a) ERP (b) CRM (c) e-marketplace (d) SCM

8. Cloud Computing 的概念與下列哪一項最相近: (a) Sensor network (b) P2P (c) Grid (d) Client-Server

9. 下列哪一個網站較不具 User-Generated Content 之特性 (a) YouTube (b) Google (c) MySpace (d) 無名小站

10. 關於 RosettaNet 之敘述何者有誤: (a) 用於發展電子化交易平台 (b)高科技產業供應鍊之標準 (c) 針對 B2C 商業模式之需求制訂 (d) 是一種資料交換標準