國立屏東科技大學　九十五　學年度　碩士班暨碩士在職專班招生考試
資訊管理導論

一、選擇題（單選，每題 3 分，答錯不倒扣，共 30 分）

1. You need to be a responsible end user of IT resources in your company. It means management challenges of IS (Information Systems) is:
   A. Ethics and IT
   B. IT career challenges
   C. IT success and failure

2. Time, money, and effort needed for customers or suppliers to change to a firm's competitors. What does it mean?
   A. Business process reengineering
   B. Outsourcing
   C. Creating switching costs

3. A Web-based interface that helps intranet and extranet users access internal and external resources and services is called:
   A. Enterprise information portal
   B. Teleconferencing
   C. Whiteboarding

4. Collaborating interactively with customers in creating, purchasing, servicing, and improving products and services is called:
   A. Targeted marketing
   B. Permission-based marketing
   C. Interactive marketing

5. Which kind of dynamic-pricing business models empowers customers by allowing them to state the price they are willing to pay for products and services?
   A. Comparison-pricing model
   B. Name-your-price model
   C. Demand-sensitive pricing model

6. A Business that have both an online and an offline presence is called:
   A. Brick-and-mortar business
   B. Click-and-mortar business
   C. Business-to-business integrators

7. Changing revenues in many small increments to see revenue's effect on net profit after taxes. What kind of analytical modeling is it?
   A. Goal-seeking analysis
   B. Optimization analysis
   C. Sensitivity analysis

8. Software that users mathematical functions to simulate an evolutionary process is called:
   A. Genetic algorithms
   B. Data mining
   C. Online analytical processing

9. Digital signature can provide security services including each of the following except:
   A. Authentication
   B. Confidentiality
   C. Data integrity

10. Overwhelming a website with requests for service from captive computers is called:
    A. Denial of service
    B. Fault tolerant
    C. Spamming

二、The experiences of conducting e-business at Bank of America Corporation are as follows.

At first, our online customers tended to stay with our company longer and to use more (products) than the average. However, as more and more customers joined us, it became increasingly clear than the early adopters represented a particular subset of our customers. Those on the leading edge tended to be customers who had a particular set of needs and characteristics, distinct from those of our customer base as a whole. But these days, online banking is being widely adopted by the whole range of our customers, and so we can no longer design the capabilities or plan the rollout with the early adopters in mind. In fact, the bulk of the customers signing on and using the online demand tend to resemble more closely our general consumer population.

(1) Please propose CRM strategies appropriate for the periods of conducting online banking for Bank of America. (15 分)

(2) According to the case, do you agree that the logic of creating an e-business separate from the rest of the organization? Why? (10 分)

三、據某報載:「3G 所帶來的無線行動上網願景、以及創新的數據服務,令人期待,但是要刺激消費者使用,價格是關鍵。」請問 3G 市場是否適用於梅特卡夫定律 (Metcolfe's Law)與正回饋法則?為什麼? (15 分)

四、Ms. M. Hsieh 在一家小型軟體公司 Wollongong Group 當顧問支援,她於 1987 年底被開除。1988 年初,Wollongong 發現有人在晚上經由數據機闖入,並更改及拷貝檔案。經過調查,警察追縱電話到 Ms. Hsieh 的家並找到所有權資訊的副本,價值數百萬美金。有趣的是,Ms. Hsieh 的密碼已在她離職時被取消。然而,公司懷疑 Ms. Hsieh 是運用其他員工的密碼進入。

(1) 犯罪如何發生?為何控制沒有效率 (敍述有關的假設)。(15 分)

(2) Wollongong 想預防未來有類似情形發生,該如何做?(15 分)