

東吳大學九十五學年度碩士班研究生招生考試試題

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系級	資訊科學系碩士班 B 組	考試時間	100 分鐘
科目	管理資訊系統	本科總分	100 分

Answer all of the following questions. Twenty points (20%) each.

1. What is a business model? Identify possible business models in current Internet business environment. In each business model you identify, please supplement each model with a real case example.
2. What is Network Externality? What is Moore's Law? How do these two facilitate Network Economy?
3. Describe the following technologies and give each technology an example of its business application.
 - A. Wi-Fi
 - B. RFID
 - C. OLAP
 - D. PKI
4. What are the critical factors that affect the acceptance of a new information system?
5. Describe how information technology can help supply chain management achieve quick response to market demands as well as reduce costs.