

國立嘉義大學九十五學年度

資訊管理學系碩士班招生考試（甲組）試題

科目：管理資訊系統

一、解釋名詞（30%）

1. Knowledge management system
2. Enterprise application integration (EAI)
3. Enterprise resource planning (ERP)
4. Case-based reasoning system
5. Digital dashboard
6. Decision support system (DSS)

二、簡答題（20%）

1. 何謂EIS（executive information systems）？為何EIS後來也被戲稱為「每個人的資訊系統」（everyone's information systems）？（10%）
2. 何謂customer relationship management（CRM）系統？根據研究報告指出，超過50%的CRM計畫，並沒有達到預期的成果。另外一份調查報告亦指出，20%的CRM系統已經損害公司與顧客間的關係。而對資深經理人所做的調查研究更顯示，儘管有72%的受訪者期盼能儘快導入CRM系統，但在所有的管理應用中，CRM的滿意度幾乎是墊底的，你/妳覺得造成上述現象的原因為何？（10%）

三、申論題（50%）

1. Information technology can't really give a company a strategic advantage, because most competitive advantages don't last more than a few years and soon become strategic necessities that just raise the stakes of the game. Do you agree with this argument?(10%) Suppose you are a manager being asked to develop e-business applications to gain a competitive advantage in an important market for your company. What reservations might you have about doing so? Why? (10%)
2. What is offshore-insourcing?(5%) What is the business value and limitations of the insourcing model of offshore software development? (15%) Should Taiwanese companies send their software development and other IT functions offshore? Why or why not? (10%)