

東吳大學 104 學年度轉學生(含進修學士班轉學生)招生考試試題

第 1 頁，共 1 頁

系級	資訊管理學系三年級	考試時間	100 分鐘
科目	管理資訊系統	本科總分	100 分

Questions:

- (a) What is the definition and the role of m-commerce in business? (10%)

(b) What are the most important m-commerce applications? (10%)
- (a) What is social E-commerce? (10%)

(b) What is the relationship between social E-commerce and social network marketing? (10%)
- (a) Please define Porter's competitive forces model and explain how it works. (10%)

(b) List and describe four competitive strategies enabled by information systems that firms can pursue? (10%)
- (a) Please define customer relationship management and explain why customer relationship are so important today? (10%)

(b) Please distinguish between operational and analytical CRM. (10%)
- (a) Please define a group decision-support system (GDSS) and explain how it differs from a DSS. (10%)

(b) Explain how a GDSS works and how it provides value for a business. (10%)