

| 所別 | 科目 | 准考證號碼 (請考生填入) | 考試日期 | 節次 | 第 頁 / 共 頁 |
|---------|----------------------------|------------------|---------|-----|---------------|
| 資訊管理研究所 | 資訊管理概論(含資訊系統 與管理相關基礎知識) | | 95年5月7日 | 第一節 | |

1. 何謂企業的關鍵成功因素 (Critical Success Factors) ? 試列舉三項成功因素, 並說明這些因素如何連結作業階層與管理階層之績效衡量指標? (10%)
2. 何謂策略 (Strategy) ? 請詳述策略的三個層次? 說明如何在眾多策略中抉擇之準則 (Criteria) ? (10%)
3. 試述 Porter (1980) 用以分析產業環境的 5 種競爭力模式。(10%)
4. What is the **entity integrity rule**? Please give an example which violates the rule. (10%)
5. Please describe the DB designing process. (10%)
6. Terminology Explanations: (20%)
 - a. View
 - b. Clustering index
 - c. ERD
 - d. Normalization
7. What are the steps required to build a new information system? (10%)
8. Why do business today need knowledge management programs and systems for knowledge management? (10%)
9. Why do managers need to know about organizations in order to build and use information systems successfully? (10%)