

1. Describe the perspective of Porter's model of competitive forces. Use an example to illustrate how a company can use information systems to pursue a specific strategy (such as linkage strategy or focus strategy) based on the model. (15%)
2. Identify the advantages and disadvantages of a client/server architecture relative to a centralized architecture from a top manager viewpoint. (10%)
3. Compare rapid prototyping with the conventional software development process and use an example to illustrate your point (you may show your programs or discuss packages planned to use). (15%)
4. Describe the typical features and use of an executive information system. (10%)

(背面仍有題目,請繼續作答)

5. 說明下列使用在 Pentium 電腦之零組件用途
 - (i) cache memory (5%)
 - (ii) DRAM(dynamic RAM) (5%)
6. 說明下列物件導向技術之基本觀念(20%)
 - (i) object (ii)class (iii)method(iv)inheritance (v)encapsulation
7. 說明將多媒體資料從位於台南之成功大學經 WWW 傳送至美國加州大學時，需要使用之資料通訊技術(20%)