

系所組別 會計學系乙組

考試科目 管理資訊系統

考試日期：0306 · 節次 1

※ 考生請注意：本試題 可 不可 使用計算機**Essay Questions (100% for 7 questions) (申論題，共 7 題)**

1. Distinguish between grid computing, edge computing, on-demand computing, and autonomic computing. (16%)
2. Identify five benefits of customer relationship management systems. (10%)
3. "Knowledge increases exponentially," is a phrase with which we are all familiar. How does this concept apply to electronic business and the emergence of the digital firm? Support your contentions. (15%)
4. What is the difference between a neural network, fuzzy logic, and genetic algorithms? (15%) Which would be most useful to an organization of astronomers analyzing gamma ray emissions reaching Earth? (5%)
5. What is the balanced scorecard model? (4%) Why is it particularly useful? (4%) Where does it get its information? (4%)
6. What qualities of object-oriented development make this method especially suitable for Internet applications? (12%)
7. Some data-mining tools like decision trees are good at helping users make sense out of vast quantities of data by simplifying the relationships being studied. Is it possible that sometimes these tools can generate results that oversimplify reality? (10%) How can we protect against this? (5%)