

Problems:

1. Please explain the following terms. (10%)
 - (1) ERP (2%)
 - (2) B2B EC (2%)
 - (3) XML (2%)
 - (4) ASP (2%)
 - (5) CRM (2%)

2. The so called e-marketplace is the virtual market where shoppers and sellers meet and the market handles all the necessary transactions. These emerging e-marketplaces will do away with traditional and often inefficient trading relationships and replace them with new online business structures. According to some research, this trend will affect all industries, and virtual marketplaces will account for up to 70 % of all online business transacted in some industries such as computing and electronics, shipping and warehousing and utilities. Considering that majority of our local manufacturers are small and medium enterprises (SMEs), use SWOT analysis to study the benefits and the challenges of SMEs in the era of e-marketplace. (10%)

3. Ms. Lin is the owner of a small hotel. Her company had already been computerized since she started the business and she was always proud of its state-of-the-art technology. After a recent visit to UK, she realized that she needed to transform the old company into a new agile e-hotel. Assume you are a very good friend of Ms. Lin and are invited to implement e-business for her company. You find out this 40 people company has no MIS department and is still adopted a legacy system (its OS is MS DOS 3.0).
 - (1) List a few possible innovative internet applications for this hotel that may change its business model? (6%)
 - (2) What's the hardware you would choose for this company? Why? How do you justify your selection? (6%)
 - (3) What's the software you would choose for this company? Write down a short program to illustrate the power of a specific software (language or application) you select. (6%)
 - (4) What's the database you would choose for this company? Write down a short program to illustrate the power of the DBMS you select. (6%)
 - (5) What's the tools of system analysis you would use for this e-hotel project? Illustrate at least a snapshot of the usage of any one of them. (6%)

(背面仍有題目,請繼續作答)

4. Explain the following terms: (16%)
 - a. OLAP (4%)
 - b. Discovery-Driven Data Mining (4%)
 - c. Object Request Broker (4%)
 - d. Data Cleaning (4%)
5. Describe the crucial factors to evaluate the quality of the information system (or software). (11%)
6. What are the advantages and the limitations of an EIS? (11%)
7. Give some examples to explain how Object-Oriented technology can facilitate the changes of the information system. (12%)