

本試題是否可以計算機：可使用，不可使用（請命題老師勾選）

- (1). 請從成本 (Cost)、品質 (Quality)、時間 (Time)、與彈性 (Flexibility) 等四項構面，分析各構面在企業營運策略 (Operations Strategy) 上應注意那些重點。(20%)
- (2). 比較生產與作業管理之推式與拉式系統 (Push and Pull Systems) 之特點，並各舉一簡單例子說明。(10%)
- (3). 田口玄一 (Genichi Taguchi) 之品質損失 (Quality Loss) 與一般 Go-NoGo 之檢驗觀念有何不同？(5%)
- (4). 簡要說明  $\bar{X} - R$  管制圖，並列項說明其實施步驟。(15%)
- (5) From the practical perspective, how does **your organization** conduct a STP (Segmentation, Targeting, and Positioning) for marketing development? (if you don't work for any profit organization, try to make up a case out of your own experience) (15%)
- (6) Please illustrate the general e-commerce business models for the new economy. In addition, try to utilize a **domestic case** to illustrate the uniqueness for each of the above model. (20%)
- (7) The following statements can clearly describe the Technology Trajectories
  - (a) Technologies often improve faster than customer requirements demand
  - (b) This enables low-end technologies to eventually meet the needs of the mass market.
  - (c) Thus, if the low-end market is neglected, it can become a breeding ground for powerful competitors.Can you take **any product out of 3C sector** as an example to illustrate such path? (15%)