

系所組別：工業與資訊管理學系在職專班

考試科目：工業管理概論（專班）

考試日期：0306，節次：3

※ 考生請注意：本試題 可 不可 使用計算機

## 一、 試解釋下列名詞（25% 每題 5 分）

1. 工作分析
2. B2C
3. 市場區隔
4. 時間研究
5. 群組佈置

## 二、 試述新產品開發過程（步驟）（10%）

## 三、 試舉例說明生產計畫與管制之相關技術如何應用。（15%）

Ⅳ、 In the field of automation, please address the importance of PDM (Product Data Management) (5%) and its impacts towards CAD/CAM/CAE (10%)

Ⅴ、 For a Management Information System (MIS), three different types of system are constructed for the levels of operation, management, and executive. Please briefly discuss the distinct contents for each. (15%)

Ⅵ、 From the characteristics, functional products and innovative products demonstrate different patterns towards customer demand. Please address the differences between them (10%) and also identify their match for appropriate supply chain focus between cost-efficiency and responsiveness. (10%)