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科目：資訊管理導論
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國立臺灣大學 103 學年度碩士班招生考試試題

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試題共四大題
請於答案卷上*依序*作答，並標明作答的題號

一、 試述今日重要資訊科技：Cloud computing, Big Data及Mobile digital platform三者分別對企業(business)之影響？(30%)

二、 請試舉三種電子商務的獲利模式(revenue model)，並說明其獲利的方式、主要利用的資訊科技特性、與傳統市場之差異？(20%)

三、 System request is a document that describes the business reasons for building a system. In addition to project name, there are at least five important elements in a system request. Answer the following questions: (25%)
(A) List five important elements in a system request.
(B) Explain each of the five elements using one to two sentences.
(C) Prepare a system request for the following fictitious scenario.
Alex, the Floor Manager of the Inventory Department, is going to place a request for a system that will create a report from data already in the ERP system and output this report on screen or to printers located near the department printer. This inventory department handles considerable amounts of perishable goods such as cake and breads that need special attention. Alex feels that a graphical report that shows the quantity of each item according to their expiration date will improve efficiency for the managers and works handling these products. Moreover, it will reduce the error of shipping products that will expired on arrival. Since the Christmas is coming in 3 months, completing the system in time will improve the operation for the holiday season. Assist Alex by completing a system request.

四、 SCRUM is an iterative and incremental agile development framework. Answer the following questions.(25%)
(A) Explain the responsibilities of the product owner, the SCRUM master, and the development team.
(B) What is a daily SCRUM meeting? What are the questions each member should cover in the meeting?

試題隨卷繳回