

I. Blank filling question: 20%

Please fill the ten blank questions from below 18 keywords, each question only has an answer, and you must fill the uppercase letter (A, B, C, ..., R) into the blank space.

18 keywords:

- (A) Critical success factors, (B) System availability, (C) Key performance indicators, (D) Doing the right things, (E) Doing things right, (F) Benchmark, (G) Model, (H) Sensitivity analysis, (I) Executive information system, (J) Decision support system, (K) Artificial intelligence, (L) Neural Network, (M) Ecommerce (N) Ebusiness, (O) Mass customization, (P) Personalization, (Q) Intermediary, (R) Reintermediation.

1. B – the number of hours a system is available.
2. F – (Baseline values) the system seeks to attain.
3. A – The crucial steps companies make to perform to achieve their goals and objectives and implement strategies.
4. CD – setting the right goals and objectives and ensuring they are accomplished.
5. DG – A simplified representation or abstraction of reality.
6. 1 ~~X~~ – A specialized DSS that supports senior level executives within the organization.
7. K ~~X~~ L – Attempts to emulate the way the human brain works.
8. M ~~X~~ – Buying and selling of goods and services over the Internet.
9. O – The ability of an organization to tailor its products or services to the customers' specifications.
10. R – Steps are added to the value chain as new players find ways to add value to the business process.

II. Terminology 20%

- (1) Granularity (2) Heat map; (3) Hitbots; (4) Business process reengineering; (5) Systems thinking

III. Short answer questions 40%

1. Why is (knowledge management critical) to a business?
2. Explain business models and their role in a company. How did ebusiness change traditional business models?
3. What is the difference between sustaining and disruptive technology?
4. To differentiate between the different types of systems, please read the following six descriptions and write out what type of system would you use?
 - (1) You need to analyze daily sales transactions for each region.
 - (2) You need to analyze staffing requirements for each plant.

- (3) You need to determine which customers are at risk of defaulting on their bills.
- (4) You need to analyze your competition including prices, discounts, goods, and services.
- (5) You need to analyze critical success factors and key performance indicators for status on operations.
- (6) You need to produce a graphical display of patterns and complex relationships for large amounts of data.
5. What are the five types of ^{AI}artificial intelligence systems? VR/神经网络.
6. Please write out four quantitative models used by DSS. 做数.
7. What are Ebusiness Advantages?
8. Most EISs offering digital dashboard analytical capabilities, please list four digital dashboard capabilities.

IV. Essay questions 20%

You have graduated from National Yunlin University of Sci. and Tech. Now, you will be a leader to conduct a classmate meeting.

- (1) Please use the (six-step decision-making process) to make a decision for (selecting pattern of classmate meeting, location, and restaurant.)
- (2) From above problem, how to define metrics to evaluate a success of classmate meeting?

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科 目	MIS					評 分	39	
系 所	管理系A	年 級	四	學 號	B10523030		姓 名	簡幸均

II.

(1) Granularity: 利用更詳細的方式紀錄MIS系統資訊。 - 3

(2) Heat Map: - 4

(3) Hit bots: 點擊機器人, 可以協助點擊動作進行, 也能追蹤活動的互動設計, 無需人工進行資料的傳遞與蒐集。

(4) Business Process Reengineering: 針對特定或指定客戶完成商業目標的過程, 並且重新進行其工程的建構。

(5) Systems thinking: 系統思考可以確保整體流程的完整性, 從Input至過程, 或是到最後的Output, 吸收其中的Feedback給予完整性的建構思考。

① 知識管理是企業內非常重要的資產，他建構了一個組織企業的工作方式、生產效率與不同文化的會議風格，在商業上知識管理建構的是整個基礎。

② 在過去商業模式中，我們在實體商店單純的售出商品並且獲利，但隨著 e-business 的到來，我們開始有 M2S 來親、POS、CRM 的導入，能夠精準的獲取資料並分析顧客喜好，甚至是電子商務的興起，連交易都可以不必在實體店家進行了，又能夠蒐集大量的用戶資訊、信賴、地址，並行顧客分析預測。

③ Disruptive technology 有點像是開創一個全新的東西，就像過去市場上還沒有手機時智慧型手機的出現，就是顛覆創新。Sustaining 可以更有彈性的使用在組織企業與個人協助當中，尋找與競品的差異化。

④ ① ② ③ ④ ⑤ ⑥

⑤ ① 母乳 ② 遺傳 ③ 智能代理 ④ 神經網路 ⑤ 虛擬環境 (VR)

⑥ ① 假反叛 ② 敏感反應 Sensitive ③ 目標 goal ④ 機會 Opportunity

⑦ E-business 含蓋了內部、外部還有 e-commerce 的內含，相較過去的傳統商業模式，E-business 把交易虛擬化了，所有事情都可以在網路上完成

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IV.

- (1) ^(How) 提出假設. 擔任多餐的人數, 受邀人有多少人會出席? ^(Who) 對象有誰? 是否有老師? 他們是否有特殊飲食習慣? ^(When) 他們中午有堂嗎? 還是要晚上? ^(Where) 在校內卡偈信吃飯還是在校外用餐? 是否有交通問題? ^(What) 要吃什麼?
- 針對提出的問題做驗證, 詢問受邀人參加意願, 若師下午沒有課就可以安排中午用餐, 有半數人沒有交通工具, 因此就近在校內吃即可, 考慮有人吃素食也先跟卡偈信確認是否有素食餐。
 - 4 與餐廳進行訂位確定, 提前了解座位圖規劃, 拿取菜單提供給當天用餐的參與人, 與餐廳做流程規劃溝通, 先取該需求確認。
 - 提前要與客人告知出席的時間、地點、餐廳, 並且在活動當天提前到達餐廳已確保一切都還在流程內, 確定出餐是否順利。
 - 活動用餐期間確保時間是在規劃內的, 遇到突發狀況時也可以有良好的解決方法。

- (2) 可以設定該聚餐的 KPI 為: ^① 受邀參與人數, 實際到達 90% ^② 活動用餐滿意度達 90% ^③ 時間未超過 10 分鐘。
- 考慮到 KPI 必需有實際量化, 因此滿意度會藉由問卷方式進行調查。
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