

國立台灣科技大學九十五學年度博士班招生試題

系所組別：工業管理系博士班戊組

科目：管理資訊系統

Total 100 Points

1. (20 pts) 解釋名詞：
 - (a) DML(Data manipulation language)
 - (b) One to One Marketing
 - (c) .NET Framework
 - (d) Enterprise Information Portal
2. (10 pts) DSS 系統與 ES(Expert System)系統其差異性為何？
3. (10 pts) 試從效率、效用及競爭力觀點說明現代資訊系統的演進。
4. (10 pts) Data Warehouse 具有那些特徵，與一般資料庫有何異同？
5. (10 pts) How does a business enterprise use the Internet, intranets, and extranets to support their e-commerce activities?
6. (10 pts) How can information technology help a business form strategic alliances with its customers, suppliers, and others?
7. (15 pts) As a business resource, what roles do data planning, data administration, and database management play in managing data?
8. (15 pts) What is Manufacturing Execution System (MES)? What kinds of systems are included in the MES?