

淡江大學八十九學年度日間部轉學生招生考試試題

75

系別：資訊管理學系三年級

科目：資訊管理導論

本試題共 / 頁

I. 解釋名詞 (每題 6 分, 共計 36 分)

1. Datamining
2. Outsourcing
3. Data Warehouse
4. Transmission Control Protocol/Internet Protocol(TCP/IP)
5. Critical Success Factors(CSFs)
6. Distributed Database

II. 問答題 (每題 16 分, 共計 64 分)

1. Briefly describe the management and technology challenges posed by electronic commerce.
2. Briefly describe the main strategies for system conversion.
3. What strategies can be used to overcome user resistance to systems development projects?
4. Suppose you were a project manager, what would be the management challenges you might encounter? Name some and briefly describe them.