

淡江大學八十九學年度碩士班招生考試試題

132

系別：資訊管理學系

科目：資訊管理導論

本試題共 / 頁

1. What is mass customization? How information technology/information systems can be used to help organizations achieve mass customization? Give an example and explain it. (25 分)
2. Compare and contrast the terms Internet, intranet, and extranet. (25 分)
3. List and briefly describe the steps in the prototyping process. (20 分)
4. Using examples to explain how and what information technology/information systems can be used to achieve competitive advantage by enhancing the firm's ability to deal with the five competitive forces: customers, suppliers, substitute products and services, new market entrants, and existing industry competitors. (30 分)