

淡江大學 96 學年度碩士班招生考試試題

系別：資訊管理學系

科目：資訊管理導論

准帶項目請打「V」

簡單型計算機

本試題共 1 頁

1. Define and distinguish between the following pairs of terms. (30%)
 - A. Information Architecture vs. Information Technology Infrastructure
 - B. Information system Literacy vs. Computer Literacy
 - C. Online Transaction Processing vs. Online Analytical Processing

2. What are social network systems? How are they being used? (10%)

3. A business model is the method of doing business by which a company can sustain itself -- that is, generate revenue. The following business models are categorized by Professor Michael Rappa. Explain how affiliate, community, subscription, and utility models (in boldface) operate and generate revenue. (20%)

Lists of Business Models

Brokerage model

Advertising model

Informediary model

Merchant model

Manufacturer model

Affiliate model**Community model****Subscription model****Utility model**

4. How have the value chain and competitive forces models changed as a result of the Internet and the emergence of digital firms? (20%)

5. Explain the meaning of the following figure (20%)

