

南華大學九十四學年度 碩士班 招生考試試題卷

系所別：資訊管理學系碩士班

科目編號：A3-12-12

科目：管理資訊系統

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1. In the area of *mobile computing and commerce*, define the following terms:
(30%, each for 6 points)
 - a) **Location-Based Commerce**
 - b) **WML** (Wireless Markup Language)
 - c) **WAP** (Wireless Application Protocol)
 - d) **WLAN** (Wireless Local Area Network)
 - e) **Bluetooth**

2. In the area of *Web Service technology*, define the following terms:
(20%, each for 5 points)
 - a) **XML** (eXtensible Markup Language)
 - b) **UDDI** (Universal Description, Discovery and Integration)
 - c) **SOAP** (Simple Object Access Protocol)
 - d) **WSDL** (Web Services Description Language)

3. What is **Business Intelligence** (BI)? Describe the following two major categories of BI tools and techniques: (1) *information and knowledge discovery*; (2) *decision support and intelligent systems*. (20%)

4. Describe **ERP** (Enterprise Resource Planning), **SCM** (Supply Chain Management), and **CRM** (Customer Relationship Management). (15%)

5. What is **EDI** (Electronic Data Interchange)? Explain the difference between *traditional EDI* and *Web-based EDI*. (15%)