

# 南華大學九十九學年度 碩士班 招生考試試題卷

系所組別：資訊管理學系碩士班

科目編號：D51-5

科目：電子商務概論

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1. Explain the following terms. (20%, each for 5 points)
  - a). Stickiness.
  - b). Cookie.
  - c). Disintermediation.
  - d). Collaborative commerce.
2. Define bartering and describe the advantages of e-bartering. (20%)
3. Explain how reverse auctions work in B2B. (20%)
4. What is Electronic Commerce (EC)? Distinguish between pure and partial EC. (20%)
5. Describe ERP (Enterprise Resource Planning), SCM (Supply Chain Management). (20%)