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科目：資訊管理導論
節次： 7

國立臺灣大學 110 學年度碩士班招生考試試題

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請於答案卷上依序作答，並註明作答的題號
試卷共四大題

1. Sharing economy platforms for physical assets and goods can be classified into two types: **non-money-based** and **money-based**. An example of non-money-based sharing economy platforms is Peerby, a peer-to-peer lending site for household items and appliances where users do not need to pay monetary fees for using household items and appliances borrowed from their owners. In contrast, in a money-based sharing economy platform (e.g., Airbnb), users need to pay monetary fees that allow the owners of the shared asset or goods to cover their costs and even generate additional incomes.

   When a non-money-based sharing economy platform decides to change to money-based, this movement essentially changes the business model of this sharing economy platform.

   (a) Please identify what business processes need to be substantially revised/enhanced or what new business processes need to be developed, when a sharing economy platform plans to move from non-money-based to money-based. **(13%)**

   (b) The movement from non-money-based to money-based should also trigger discussions of whether the IT strategy of the platform needs to be adjusted. What recommendations will you suggest to the sharing economy platform about its IT strategy when the sharing economy platform plans to move from non-money-based to money-based? **(13%)**

2. One of the key concepts of electronic commerce is digital markets. That is, electronic commerce establishes digital markets in which consumers (can be businesses) transact with their suppliers online.

   (a) In a digital market, will information asymmetry between consumers and suppliers be reduced or intensified? What are the business implications of such change of information asymmetry (either reduction or intensifying) in digital markets? **(12%)**

   (b) Some research studies indicate that "in a digital market, the switching cost (i.e., the cost of switching from one supplier to another supplier) of consumers can either be increased or be decreased, depending on the nature of the product or service being sold." Please identify the characteristics of products/services that will have higher consumers' switching costs in the digital markets than in the traditional markets. Please also identify the characteristics of products/services whose consumers' switching costs will decrease when these products/services are sold in digital markets. **(12%)**

見背面

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3. Scrum 是一種敏捷軟體開發方法。支持者認為這個開發方法可以在快速變化的
環境中產出高商業價值的軟體系統。請回答下列問題:

   (a) Scrum 方法包含三個主要角色: Scrum Master、Product Owner、Team。說
明這三個角色的主要職責與工作。 **(7%)**

   (b) 說明 Scrum 中每日站立會議的執行方式。 **(6%)**

   (c) 什麼是 Sprint Backlog? Sprint Backlog 如何建立與管理? **(6%)**

   (d) 什麼是 Burn Down Chart? Burn Down Chart 如何建立與管理? 提供一個典型
的 Burn Down Chart 的圖像。 **(6%)**

4. 高速公路的塞車問題數十年來持續困擾用路人。這個問題並沒有因為高速公路
電子道路收費系統所提供的大數據而獲得解決。因此我們需要更先進的、更有
效的方式來預測與舒緩高速公路在重大節日的塞車問題。請回答以下問題:

   (a) 除了現有的資訊系統(如電子收費系統)的資料之外，還有什麼樣的資料可
以幫助我們預測未來一至七天高速公路的塞車狀態? **(5%)**

   (b) 如何透過資訊系統的建置與佈署以收集這類的資料? **(5%)**

   (c) 新收集的資料如何幫助我們預測未來一至七天的塞車狀態? **(5%)**

   (d) 這個系統的主要 Actor 與 Use Case 有哪些? **(5%)**

   (e) 繪製這個系統的 Use Case Diagram。 **(5%)**

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試題隨卷繳回

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