

共二頁五大題，

請於答案卷上依序作答，並註明作答的大題與其題號

- 一、
 - a) 試述供應鏈管理模式分別利用 Intranet 與 Extranet 進行那些協調工作？(10%)
 - b) 以顧客需求為導向的供應鏈管理系統中，何謂 Push-Based Model 與 Pull-Based Model? 並解釋說明二模式間的演變？(20%)
- 二、
 - a) 試述何謂企業電子化(e-Business)? 其最重要目的為何？(10%)
 - b) 試述何謂互補性資產(complementary assets)? 並敘述資訊科技的互補性資產包括那些(列舉三項)? (10%)
- 三、何謂系統發展生命週期法 (SDLC)，請詳細說明各階段的意義與其主要產出為何？(25%)
- 四、Several years ago, during the e-commerce boom, Cisco Systems, based in San Jose, California, belatedly found out that it was relying too heavily on its automated ordering and supply chain systems. Management realized that many of the orders that had been entered on the books were not as firm as they assumed and, in all likelihood, would never be shipped. This glitch eventually forced Cisco to write off more than \$2 billion in excess inventory. (Source: Adapted from Thomas H. Davenport and Jeanne G. Harris, "Automated Decision Making Comes of Age," *MIT Sloan Management Review*, Summer 2005; Thomas H. Davenport, "Competing on Analytics," *Harvard Business Review*, January 2006.) 請問Cisco發生了什麼問題，原因為何，該如何解決這個問題 (10%)

見背面

五、 Online feedback system (如下圖所示) 允許買賣雙方在交易完成後，進行相互評價。

• 普通評價： 25 個 (兩年內共交易 15 項商品)

資料來源：<http://tw.bid.yahoo.com/>

請問：

- 為何Online feedback system會在電子商務上盛行？(5%)
- 請針對Online feedback system，想出一個創新的研究主題。請你用條列的方式，具體且有系統地描述研究目的，以及進行該研究的方法 (10%)。