

# 國立清華大學 105 學年度碩士班考試入學試題

系所班組別：服務科學研究所 乙組

考試科目（代碼）：管理資訊系統（4601）

共\_\_2\_\_頁，第\_\_1\_\_頁 \*請在【答案卷、卡】作答

1. *“The internet powerfully influences industry structure and sustainable competitive advantage. Industry structure derives from the basic forces of competition: competitor rivalry; entry barriers for new competitors; the threat of substitute offerings; and the bargaining power of suppliers, channels, and buyers.”*

Michael Porter, Harvard Business Review

Please draw a Porter five forces model (5 points), and use the model to analyze how the Internet affect industry structure. You can use a “+” sign to represent a positive impact, a “-” sign to represent a negative impact, and other signs if necessary (25 points).

2. In each of the following sub-questions, please (a) define the two terms and explain their relationship (4 points). (b) discuss impacts/applications/difficulties/managerial insights that these technologies bring to business management or IT management (4 points). Note: You are an IT manager who is consulted by your firm’s CEO and board members regarding these IT terms. You are suggested to use simple examples and an organized approach to help the executive team understand these IT trends, both pros and cons.
  - A. Big data and Hadoop
  - B. Freemium revenue model and IT services
  - C. Network externality and IT adoption
  - D. Service level agreement (SLA) and IaaS
  - E. Bills of Material (BOM) and Business Process Reengineering (BPR)

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3. *IT service management* refers to the implementation of quality IT services that meet the needs of customers, and is performed by IT service providers through an appropriate mix of people, process and information technology. IT service management is sometimes equated with the *Information Technology Infrastructure Library (ITIL)*. (a) What are the key concepts of ITIL? (15 points). In your opinion, except from ITIL, what are other key concepts or tools that are critical to *IT service management*? (15 points)