

Question 1. (30%)

E-commerce is defined as buying or selling products/services over the Internet, while traditional companies refer to businesses with physical locations. For instance, Dell computer, who sells its products online only, is an example of e-commerce in notebook industry. On the other hand, Acer, Asus, HP and many other notebook companies represent more traditional firms. While many traditional firms are expanding to e-commerce channels, people gradually realize that e-commerce and traditional businesses have both synergies and conflicts. Suppose that you are a manager in a traditional firm,

- a. Please list 3 conflicts that a traditional company would face as it tried to mimic Dell's online-selling model. (Note: The traditional company is not necessarily in the notebook industry) (15%)
- b. Please list 3 specific synergetic activities that a traditional company can do to exploit the synergy between digital assets and traditional assets. (15%)

Question 2. (20%)

Do you agree with the following sentiment regarding the role of IT in business? "*The core functions of IT – data storage, data processing and data transport – have become available and affordable to all. Information technologies are becoming costs of doing business paid by all, but provide strategic advantage to none.*" You can use a specific company example where possible. (20%)

Question 3. (30%)

m-guide service. Have you ever thought that you can have a digital device with you when you are walking on a national park, e.g., Kenting National Park, Taiwan? This digital device allows you to trace where you are and acquire real time environmental information such as fauna and flora, temporal and humidity, and alert information, and connect to Internet thru WiMax technology. In this business opportunity, many entities get involved, such as National Park Management Agency, WiMax wireless network operators, digital device renters, Internet content providers, etc. You should pretend to be one of the players in this m-guide service eco-system. For example, you may want to play as a content provider for m-guide service business, or you want to be the National Park Management Agency, etc. Now you have decided to play your role as the firm of interest. Please answer the following questions.

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- a. Please describe the service eco-system for this m-guide service business. (10%)
- b. Please design the e-business models you plan to launch for the firm of interest to succeed in this m-guide service business opportunity. (10%)
- c. Please analyze the proposed e-business models in the following aspects: (10%)
 - (1) Value proposition of the models to the customer,
 - (2) Source of revenue,
 - (3) IT infrastructure,
 - (4) Critical success factors.

Question 4. (20%)

Knowledge service is an emerging business following the trend of Web 2.0 applications. For example, *Google Answers* was a platform launched by Google to provide knowledge service for knowledge seekers. Knowledge providers registering to the platform can lock questions asked by knowledge seekers, and then provide answers to the questions within a give time line. Once the answer is satisfied by the seeker, the seeker will pay the promised amount of money to the answer provider. Google then posts the paid answers as the public available knowledge repository. The other example is Wikipedia which has been accumulating a variety of knowledge through volunteers' co-authoring process. All editing logs recording the modifications and corresponding authors are publicly accessible. Given the current Wikipedia containing knowledge repository and corresponding authors and modifiers, please present a knowledge service model which enables the knowledge seekers to identify knowledge contributors to Wikipedia. Therefore, the knowledge seeker can contact the knowledge contributors of a specific subject for knowledge services. In describing your knowledge service model, please

- a. specify the procedure of identifying the most capable knowledge contributors to serve knowledge seekers, and (10%)
- b. design and justify the knowledge service model which is feasible in current Web 2.0 era. (10%)

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Reference:

WiMAX (Source: <http://en.wikipedia.org/wiki/WiMAX>)

WiMAX is defined as Worldwide Interoperability for Microwave Access by the WiMAX Forum, formed in June 2001 to promote conformance and interoperability of the IEEE 802.16 standard, officially known as WirelessMAN. The Forum describes WiMAX as "a standards-based technology enabling the delivery of last mile wireless broadband access as an alternative to cable and DSL". The bandwidth and reach of WiMAX make it suitable for the following potential applications:

- Connecting Wi-Fi hotspots with each other and to other parts of the Internet.
- Providing a wireless alternative to cable and DSL for last mile (last km) broadband access.
- Providing high-speed mobile data and telecommunications services.
- Providing a diverse source of Internet connectivity as part of a business continuity plan. That is, if a business has a fixed and a wireless internet connection, especially from unrelated providers, they are unlikely to be affected by the same service outage.
- Providing Nomadic connectivity.