

**國立中央大學資訊管理學系**  
**97 學年度碩士在職專班入學考試**  
**考試科目：資訊管理實務**

2008/3/1

**說明：本試卷共分三大部份，請依題號順序作答於答案紙上。**

**第一部份 簡答題**

1. (30%)請簡單說明下列資訊科技的中英文名稱，主要功能和應用，以及在電子商務上的(潛在)價值(每題 10 分)。

- (1). RFID
- (2). ERP
- (3). 資料倉儲/資料採礦

**第二部份 問答題**

2. (40%)以下文章是本大題的背景說明，請仔細閱讀後，回答後面的問題。

**Transforming the Entertainment Industry- Netflix**

The online DVD rental pioneer Netflix is transforming the movie business with its unique business model, streamlined shipping strategy, and unique application infrastructure. Netflix is quickly becoming one of Hollywood's most promising new business partners and is experiencing staggering growth with over 1 million subscribers, which accounts for 3 to 5 percent of all U.S. home video rentals.

Typically, traditional video rental stores focus on major films and ignore older movies and small titles with niche audiences. Netflix is turning that idea upside down by offering a serious market for very movie, not just blockbusters. How? Netflix attributes its success to its proprietary software, called the Netflix Recommendation System, which constantly suggest movies you might like, based on how you rate any of the 15,000 titles in the company's catalog. Beyond recommendations, Netflix has figured out how to get DVDs from one subscriber to the next with unbelievable efficiency with its corporate application infrastructure.

Netflix operates by allowing its subscribers to rent unlimited vides for \$20 a month, as long as they have no more than three DVDs rented at a time. Currently there are more than 3

million discs in the hands of its customers at any given time, with the average of 300,000 DVDs shipped out of the company's 20 leased distribution centers daily. Netflix's unique application infrastructure allows it to track, monitor, and maintain detailed information on each of its disc, customer, and shippers. At any point in time the company can tell you the exact location of each of its disc, a critical components for Netflix's business model.

To handle the rental logistics for its 5.5 million DVD library the company created several proprietary applications. One of its most successful systems is its Web-based supply chain management system. The system works by having operators scan a bar code on each label for every single disc that arrives in its warehouses. The software then retrieves the name and address of the next person on the wait list for that DVD, prints out a label, and the disc is dropped back into the mail. The custom-built systems have allowed Netflix to slow hiring and reduce labor cost by 15 percent, and the vast majority of its DVDs never touch a warehouse shelf. On any given day, 98 percent of the 15,000 titles in Netflix's inventory are in circulation with its customers.

- (1). (10%) Netflix 公司的經營有何特色？依據你的工作經驗，你認為其成功的必要條件為何？請說明之。
- (2). (15%) 若你是 Netflix 公司的資訊長，負責規劃公司所有的資訊系統。請問你會規劃哪些資訊系統來滿足公司的需求？請列出這些系統的名稱（至少三個）並簡述其各自的功能。
- (3). (10%) 以上案例中，有無資訊安全的問題需要考慮？若有，請舉例說明。若無，也請說明理由。
- (4). (5%) 請舉出網路上和 Netflix 經營模式類似的例子（至少一個），並說明為何類似？

### 第三部份 個案分析題

☆個案資料涉及智慧財產權、恐不檢討

3. (30%) 請參考附錄個案資料，以中文回答下列 3 個問題。文不對題者一律不給分。
  - (1). (10%) 以 100 字(含)以下撰寫本個案摘要。
  - (2). (10%) 為了在競爭中脫穎而出，吳總經理除了建置更完善的配送系統之外，應該如何應用資訊系統來滿足客戶需求，取得競爭優勢呢？
  - (3). (10%) 你會建議那些資訊及通訊科技應用方案來幫吳總理解決他面臨的現行資訊系統應用問題？