

~ 本試卷請隨答案卷繳回 ~

1. (20%)請任選以下三產業之一，說明其產業特性與我國發展此一產業將面臨的挑戰，並建議因應之道，包括提出可行的經營模式(business model)構想。
(1) IC 設計 (2) 數位內容 (3) 生物醫學
2. (15%)有關產業價值鏈，施振榮先生提出「微笑曲線」的模型，請問此模型適用的前提為何？並請列舉不適用「微笑曲線」模型的三類產品(含服務)，加以說明。例如可考慮「哭泣曲線」、「水平曲線」、「左下右上曲線」、「左上右下曲線」等。
3. (15%)無線通訊(2G、2.5G、3G、WLAN 等)結合 Internet 將有廣大的應用潛力。請試舉一例說明其商業模式的可行性和其運用網路效應的策略。
4. (10%) FedEx has built its business on quick, dependable delivery of items being shipped by air from one business to another. Its early advantages included global tracking of shipments using Web technology. The advancement of Internet technology has enabled competitors to become much more sophisticated in order tracking. In addition, the advent of dot.com business has put pressure on increased ground transportation deliveries. Explain how this change in the environment could affect FedEx's operations strategy, especially relative to UPS, which has a strong hold on the business-to-consumer ground delivery business.
5. (10%) 綠色風潮要求節能減廢，對許多產業造成鉅大影響，請試著以一產業在綠色要求下，廠商在產品及製程方面因應之道，及此風潮可能產生的新商機。
6. (15%) 請試著以流行服飾產業為例，來介紹 3 種供應鏈管理實務如何改變此產業。(如延遲裝配，協統設計...)
7. (15%) 解釋名詞
 - 1) 長鞭效應
 - 2) 6 標準差
 - 3) Delphi Method (預測方法)