

參考用

## 一、申論題（每題 25 分）

1. 什麼是 SDLC？請解釋。並解釋其各個步驟。
2. 什麼是 SNS？請解釋。如何做好 SNS 的行銷？什麼是六度分隔理論？

## 二、問答題（每題 10 分）

1. 什麼不是雲端？請舉例說明。
2. 資訊系統（information system）與資訊科技（information technology）有何不同？
3. 請以資訊管理的觀點分析任一件今年發生的時事。
4. 何謂企業 2.0（Enterprise 2.0）？並請簡要說明與其相關的資訊及通訊科技（ICT: information and communication technology）。
5. 請以資訊的觀點分析下文：

**7 Drugs Whose Dangerous Risks Emerged Only After Big Pharma Made Its Money**

Have you ever noticed how warnings about dangerous prescription drugs always seem to surface after the drug is no longer marketed and its patent has run out? Whether it's an FDA advisory or a trial lawyer solicitation about harm that may have been done to you, the warnings are always belated and useless. If a drug you took four years ago may have given you liver damage, why didn't the FDA tell you then? Why didn't the FDA recall the drug or better yet, not approve it in the first place?

The official answer from the FDA and Big Pharma is that problems with a drug are only seen after millions begin using it, which is why post-marketing surveillance is conducted. In other words—who knew? But in a startling number of cases revealed in court documents Pharma did "know" and clearly misled medical journals, the FDA, doctors and patients, hoping to get its patent's worth before the true risks of a drug surfaced. In other cases, Pharma and the FDA should have known before rushing a dangerous drug to market and making money at the expense of patients.

It is the business model for new drugs that provokes Big Pharma to bury risks and exaggerate benefits. A new drug under patent has a high price and no competition, and will make millions or even billions every year it is under patent. A settlement for death or injuries down the road is a nuisance and just the cost of doing business. Needless to say, the "forgiveness is cheaper than permission" business plan breeds shameless repeat offenders since the company makes money and no officers go to jail.

Hidden and unforeseen risks in new drugs are such a danger that some medical professionals advise patients to wait up to seven years before they try a new drug. Of course, the drug is no less risky when made by a generic drugmaker except that it has been in use longer and is not accompanied by slick advertising to push demand and even "sell" the condition it treats. But generics have their downside, too. Unlike branded drug companies, a 2013 Supreme Court ruling says generic drug makers can't be sued.（下文略）

資料來源：AlterNet / By Martha Rosenberg / January 2, 2014

<http://www.alternet.org/personal-health/7-drugs-whose-dangerous-risks-emerged-only-after-big-pharma-made-its-money>