

大葉大學九十二學年度碩士班甄試試題紙

所別	組別	考試科目 (中文名稱)	考試日期	考試時間	備註
資訊管理學系		管理資訊系統	12月9日	09:00~10:30	P>-)

壹、選擇題 (每小題 5 分，共 50%)：

(選擇題為單選題型及答錯不倒扣分，請以“A”、“B”、“C”、或“D”，依序於所附之答案卷繕寫作答。凡不依題號次序作答或繕寫不清楚者，則不予計分)

- () Which of the following represents a higher level of understanding, including rules, patterns and decisions? A). Data. B). Information. C). Knowledge. D). Wisdom.
- () Strategic decisions are: A). Long-term decisions. B). Unstructured. C). Usually difficult and risky. D). All of the above.
- () Computer use or can use which of the following processors? A). One processor. B). Several different chips that make up one processor. C). Multiple processors. D). All of the above.
- () In a DFD, the _____ diagram acts as a title page and displays the boundaries of the system and the external entities that interact with the systems. A). Content. B). Context. C). General. D). Data.
- () The data collection method that most customers are familiar with is: A). Point of sale (POS) B). Electronic data interchange (EDI). C). Optical character reader (OCR). D). None of the above.
- () Missing data is represented by _____ in relational database. A). statistically forecasting what the data should be based on historical data. B). the BETWEEN statement. C). the NULL value. D). a predetermined default value.
- () The major advantage of the broadcast method in computer telecommunications media is: A). Security. B). Portability. C). Simplicity. D). Popularity.
- () Groupware tools have been especially useful in automating the workflow in _____-based organizations. A). Manufacturing. B). Service. C). Financial. D). Retail.
- () An enterprise information system is a business model used to provide useful data to the _____ in the organization. A). R/D team leader. B). office assistants. C). managers. D). executives.
- () Since a major focus of marketing is to improve _____ service, information systems and DSS are useful for identifying consumer demands and keeping track of customer attributes. A). knowledge intensive. B). business. C). customer. D). supplier.

貳、 問答題 (共 50%) : (問答題請依題號次序於所附答案卷清楚繕寫作答)

1. *What is the relationship between network revolution, electronic commerce and electronic business? (10%)*

2. *What are the characteristics of MIS? How does MIS differ from DSS? (10%)*

3. *Describe the role played by programmers, system analysts, and chief information officer. (10%)*

4. *Why is the World Wide Web so useful for individuals, communities, and business? (10%)*

5. *What are the major issues of Knowledge Management (KM)? Try to describe the meaning of Knowledge Intensive Business Service (KIBS)? (10%)*