

大葉大學 九十二 學年度 研究所碩士班 招生考試試題紙

系 所 別	組 別	考 試 科 目 (中 文 名 稱)	考 試 日 期	節 次	備 註
資訊管理研究所	甲組	管理資訊系統	4 月 13 日	第 三 節 13:30~15:00	第 1 頁 (共 4 頁)

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶）

壹、選擇題 (60%) (單選題，答錯不到扣，每題 3 分)

1. The type of information gathered when data-mining is used to discover different groupings within data when no groups have yet been defined is:
 - a). association.
 - b). sequences.
 - c). classification.
 - d). clustering.
 - e). forecasting.

2. The most expensive phase of the systems development process is:
 - a). design.
 - b). maintenance.
 - c). documentation.
 - d). the cost of personnel to run it.
 - e). testing.

3. A data flow diagram contains symbols for each of the following except
 - a). processes.
 - b). external entities.
 - c). data flows.
 - d). data stores.
 - e). relationships.

4. In the stages of the systems life cycle, each stage must:
 - a). proceed sequentially.
 - b). be formally approved before the next stage is launched.
 - c). have defined paradigms.
 - d). a and b.
 - e). a, b and c.

5. A digital signature:
 - a). provides a way to associate a message with the sender.
 - b). lets the parties know they are all who they claim to be.
 - c). makes sure the message is not tampered with.
 - d). protects during on-line transactions only.
 - e). is automatic with the HTTP.

6. An information system at the strategic level of an organization designed to address unstructured decision making through advanced graphics and communications describes a(n):
- expert system.
 - decision support system.
 - executive support system.
 - management information system.
 - knowledge work system.
7. The three phases of customer relationship management are:
- Acquire, management and education.
 - Purchase, management and education
 - Acquire, enhance and retain.
 - Acquire, training and education.
 - None of the above.
8. Inefficiencies in the supply chain are caused by:
- underutilized plant capacity.
 - excessive finished goods inventory.
 - runaway transportation costs.
 - inaccurate or untimely information.
 - parts shortages.
9. Data-mining:
- cannot predict likely future behavior.
 - finds hidden patterns and relationships in large pools of data.
 - is illegal.
 - is not accurate for small companies.
 - looks only at broad areas, not detail.
10. Most MIS use _____ to create reports.
- Word processing and spreadsheets
 - Simple routines such as summaries and comparisons
 - Sophisticated mathematical models
 - Complex statistical techniques
 - All of the above.
11. In the systems lifecycle, the end product of programming is the:
- systems performance tests.
 - design specifications.
 - user sign-off.
 - program specifications and codes.
 - systems proposal report.

12. The DBMS language component that is designed to work with a conventional programming language in developing applications by allowing its statements to be embedded in a program is called:
- The data manipulation language (DML).
 - The data definition language (DDL).
 - The database administrator (DBA).
 - A query language
 - All of the above.
13. DSS are helpful in supply chain decisions because they can:
- combine data from many sources.
 - enable managers to reduce inventory levels.
 - examine a huge number of alternatives to determine the best combination of choices.
 - trim labor costs.
 - determine markdown points.
14. In an extranet:
- everyone can see everything if he works for one of the partner companies.
 - you may see materials only in your own company.
 - Everything is available on the Internet.
 - you see materials only outside your own company.
 - different users see different data, specific to their own needs.
15. Because wireless transmission can be easily intercepted:
- it is not useful in digital environments.
 - security and privacy are more difficult.
 - it is best used for cable television.
 - even a radio can pick up the digital signal.
 - a and c.
16. By making it worthwhile for firms to contract with external suppliers instead of internal sources, information technology can reduce:
- transaction costs.
 - end user support requirements.
 - management control spans.
 - a and b.
 - a, b and c.
17. The two main standards for the Wireless Web are:
- I-mode and TCP/IP.
 - WAP and HTTP.
 - HTTP and HTML.
 - WAP and I-mode.
 - HTML and WAP.

18. The business to business applications category of e-commerce:
- Are used develop attractive electronic marketplaces to entice and sell products and services to consumers.
 - Involves both electronic business marketplaces and direct market links between businesses.
 - Involves online auctions, where consumers and businesses can buy and sell with each other in an auction process at an auction website.
 - All of the above.
 - None of the above.
19. CIOs are:
- highly trained technical specialists who write computer software instructions.
 - specialists who translate business problems and requirements into information requirements and systems.
 - leaders of the various teams connected with the information systems.
 - responsible for the information systems function in the organization.
 - senior managers who oversee the use of information technology in organizations.
20. Support activities consist of:
- organization infrastructure, human resources, technology, and procurement.
 - inbound logistics, operations, and outbound logistics.
 - sales and marketing.
 - organization infrastructure, sales and marketing, and procurement.
 - operations, human resources, and technology.

貳、問答題(40%)

- List and briefly describe benefits of Internet and web technology to organization. **(10%)**
- What is knowledge management? **(3%)** List and briefly describe the information systems that support it. **(12%)**
- What is Internet (virtually) community? **(3%)** List and briefly describe its four types. **(12%)**