大 葉 大 學 九 十 三 學 年 度 轉 學 招 生 考 試 試 題 紙

系　　別	日＼第二部	年級	考 試 科 目（中 文 名 稱）	考試日期	節次	備註
資訊管理學系	日	三	資訊管理導論	7 月 19 日	二	P2-1 共二頁

11:10～12:30

壹、是非題 (每小題 4 分，共 20%)

（是非題不倒扣分，請以 "O"、"X" 或 "T"、或"F"，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）

1. (　) Most organizations need information systems to survive and prosper.
2. (　) Globalization and information technology bring no threat to domestic business firms.
3. (　) Information is data arranged in a coherent and useful format.
4. (　) The three activities of an information system are input, processing, and storage
5. (　) Formal information systems can be either computer-based or manual.

貳、選擇題 (每小題 4 分，共 60%)：

（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）

1. (　) Which of the following represents a higher level of understanding, including rules, patterns and decisions? A). Data. B). Information. C). Knowledge. D). Wisdom.
2. (　) Strategic decisions are: A). long-term decisions. B). unstructured. C). usually difficult and risky. D). all of the above.
3. (　) 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.
4. (　) 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.
5. (　) 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.
6. (　) 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.
7. (　) The major advantage of the broadcast method in computer telecommunications media is: A). Security. B). Portability. C). Simplicity. D). Popularity.
8. (　) Groupware tools have been especially useful in automating the workflow in _____-based organizations. A). Manufacturing. B). Service. C). Financial. D). Retail.
9. (　) 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.
10. (　) 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.
11. (　) 若要將一傳統企業組織的資訊基礎建設朝向數位化加以變革，身為資深經理人員者需要： A). 確認公司所面對的內外挑戰 B). 探知並發覺有利的資訊科技 C). 有效地規劃與使用來自於資訊科技的優勢 D). 以上皆是。
12. (　) 交易處理系統(TPS)是被用來執行於： A. 操作階層 B. 管理階層 C. 策略階層 D. 決策支援階層
13. (　) 典型的辦公室系統化是： A. 公司革新的項目決策與制定 B. 處理及管理電子化文件及行事項目 C. 團體知識支援自動化 D. 以上皆是。

14. (　) 資訊科技與企業組織之間是不被下列何者所影響： A. 組織架構　B. 標準操作程序　C. 組織文化與政策　D. 企業組織的核心知識。

15. (　) *eBay* 網站是以下何者主要實例：　A. consumer-to-consumer 電子商務　B. an on-line 社群　C. business-to-business 電子商務　D. 以上皆是。

參、問答題　(共 20%)：(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. Describe the role played by programmers, system analysts, and chief information officer. (10%)