

大葉大學 95 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 共二頁
資訊系碩士班	甲	管理資訊系統	4月23日	第二節	P. 1/2

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）

10:30 ~ 12:00

(請注意：請考生依照『題型』與『題號』依序於答案卷(非本試題卷)繕寫)

➤ True-False Questions (60%)

1. () Wireless networks are more vulnerable to penetration because radio frequency bands are easy to scan.
2. () A formal division of labor between end users and IS specialists is part of the systems lifecycle methodology.
3. () The use of packet switching to increase telecommunications transmission efficiency is one of the three major developments that has shaped contemporary digital telecommunications systems.
4. () Personal communication services are entirely digital.
5. () Public key encryption requires separate pairs of private and public keys.
6. () User concerns and designer concerns are usually the same at the beginning of the project.
7. () FTP is the major Internet service that enables a user to log on to one computer system and do work on another.
8. () VRML allows virtual reality applications for the World Wide Web.
9. () Enterprise systems require changes in business processes, organizational structure, and organizational culture.
10. () All aspects of organizational knowledge can be captured and codified easily by using the knowledge systems now available.
11. () Virtual reality systems use interactive graphics software to create computer generated simulations.
12. () Some DSS for customer relationship management use data gathered from the Web.
13. () The Internet can replace existing distribution channels or extend them.
14. () Unstructured knowledge is all the digital information in a firm that does not exist in a formal document or a formal report that was written by a designated author.
15. () One weakness of the payback method is that it ignores the time value of money.
16. () The entity-relationship diagram documents the physical design of the database.
17. () Voice over IP technology uses the IP to deliver voice information in digital form using packet switching.
18. () DSS give new capabilities for non-routine decisions and user control.
19. () Systems development can create problems just because it is an entirely rational process.
20. () Wireless computing devices are not subject to viruses.

➤ Multiple-Choice Questions (20%)

1. Some DSS for customer relationship management:
 - a. are used for Human Resources guidelines.
 - b. can identify all the management variables.
 - c. use digital mapping.
 - d. combine Web site transaction data with data from enterprise systems.
 - e. All of the above

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2. Fuzzy logic allows managers to:
 - a. reduce costs and shorten development time.
 - b. teach the concepts of IF-THEN statements to their neural networks.
 - c. combine membership function readings.
 - d. randomly generate a series of possible alternatives.
 - e. create hybrid systems.

3. The term “associations” is associated with:
 - a. occurrences linked to a single event.
 - b. classifications when no groups have been defined.
 - c. pattern recognition describing the group to which an item belongs.
 - d. a series of existing values used to predict other values.

4. Genetic algorithms:
 - a. develop solutions to particular problems using fitness, crossover, and mutation.
 - b. represent knowledge as groups of characteristics.
 - c. do not work for most problems.
 - d. are based on logic.
 - e. imitate human reasoning.

5. The central objective of supply chain management systems is:
 - a. supply chain leverage.
 - b. the creation of switching costs.
 - c. far-reaching benefits.
 - d. flexibility.
 - e. information visibility.

➤ Essay Questions (20%)

1. What is knowledge management? Briefly outline the knowledge management chain.

2. Describe a CDSS and how it might be used on the Web.