

大葉大學 96 學年度 研究所碩士班甄試 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
資訊管理學系	甲	管理資訊系統	12月23日	第一節 8:30~10:00	試題共兩頁 第1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）

(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. In economic terms, information system technology can be viewed as a substitute for capital and labor.
2. Information systems provide major assistance for managerial decision making.
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. Traditional software development requires object-oriented programming.
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
2. The two principal methodologies for establishing the essential information requirements of the organization as a whole are:

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系 所 別	組 別	考 試 科 目 (中文名稱)	考 試 日 期	節 次	備 註
人力資源暨公共關係學系	X	管理學	12月23日	第一節 8:30~10:00	共乙頁

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）

一、請將下列英文名詞，翻譯為中文專有名詞【每小題 4 分，小計 20 分】

1. Contingency leadership model
2. External stakeholders
3. Job description
4. Customer' s satisfication
5. Job characteristics model

二、請將下列中文名詞，翻譯為英文專有名詞【每小題 4 分，小計 20 分】

6. 高階主管
7. 外包
8. 學習型組織
9. 知識管理
10. 績效評估

三、問答與申論題【每題 20 分，小計 60 分】

11. 管理是一門藝術也是一種科學方法。而研究管理的理論可提供我們了解管理者的活動與管理決策的線索，若我們將管理學的理论發展從歷史觀點(historical perspective)和當代觀點(contemporary perspective)這二個主要觀點作系統分類，這二個觀點又各自包含哪些論點，請申論？
12. 請申論平衡計分卡 (balanced scorecard) 如何給予高階經理人一個快速、具綜合性的整體組織視野？
13. 人力資源管理是企業運用人力資源以達成組織之目標。而有效的人力資源管理是由各項功能所構成一個有體系的人力資源管理系統，請寫出該系統主要的功能領域與其下所包含的領域？