

# 大同大學 九十四 學年度研究所碩士班入學考試試題

考試科目:管理資訊系統

所別:資訊經營研究所

第1頁共8頁

註:本次考試 不可以參考自己的書籍及筆記; 不可以使用字典; 不可以使用計算器。

一、選擇題(每題1分,不答不扣分,答錯一題倒扣0.2分,共60題,60分)

- 1) The return of items from buyers to sellers in a supply chain best describes:
  - A) return logistics.
  - B) downstream logistics.
  - C) market chain.
  - D) reverse logistics.
  - E) retro logistics.
  
- 2) Information systems at the management level of an organization that serve the functions of planning, controlling, and decision making by providing routine summary and exception reports best describes:
  - A) artificial intelligence systems.
  - B) transaction processing systems.
  - C) executive support systems.
  - D) decision support systems.
  - E) management information systems.
  
- 3) Value-added activities are managed from a global perspective by:
  - A) the multinational strategy.
  - B) the franchising strategy.
  - C) the domestic exporter strategy.
  - D) the transnational strategy.
  - E) None of the above.
  
- 4) Which global system configuration's development occurs at the home base but operations are handed over to autonomous units in foreign locations?
  - A) Networked systems
  - B) Duplicated systems
  - C) Centralized systems
  - D) Decentralized systems
  - E) Knowledge systems
  
- 5) DSS systems explicitly include:
  - A) user-friendly software.
  - B) predefined solutions for problems.
  - C) coordination through diverse knowledge workers.
  - D) online access to the current business environment.
  - E) All of the above
  
- 6) Systems that maintain employee records; track employee skills, job performance, and training; and support planning for employee compensation and career development best describes:
  - A) economic systems.
  - B) manufacturing and production information systems.
  - C) finance and accounting information systems.
  - D) human resources information systems.
  - E) sales and marketing information systems.
  
- 7) Deciding how to carry out specific tasks specified by upper and middle management, and establishing criteria for completion and resource allocation best describes:
  - A) knowledge-level decision making.
  - B) operational control decision making.
  - C) resource allocation decision making.
  - D) structured decision making.
  - E) liaison decision making.
  
- 8) The underlying personality disposition toward decision making is called the:
  - A) behavioral indicator.
  - B) personal bias.
  - C) model of rationalization.
  - D) cognitive style.
  - E) systematic approach.

<背面繼續>

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- 9) Mintzberg defined the interpersonal roles of a manager as those in which the manager:
- A) initiates activities, handles disturbances, allocates resources, and negotiates conflicts.
  - B) initiates activities, allocates resources, and leads the organization.
  - C) acts as the nerve center of the organization, receiving and disseminating critical information.
  - D) disseminates critical information and negotiates conflicts.
  - E) acts as a figurehead and leader of the organization.
- 10) A competitive strategy for creating brand loyalty by developing new and unique products and services that are not easily duplicated by competitors best describes:
- A) low-cost producer.
  - B) quality differentiation.
  - C) marketing differentiation.
  - D) focused differentiation.
  - E) product differentiation.
- 11) The unbundling of information from traditional value chain channels is:
- A) creating new business models.
  - B) disrupting old business models.
  - C) making proprietary information unfeasible.
  - D) Both A and B
  - E) None of the above
- 12) All organizations have assumptions that:
- A) everyone knows and no one speaks.
  - B) determine their success over time.
  - C) are incorrect, but accepted.
  - D) define their goals and products.
  - E) can be studied and defined.
- 13) If a database has been carefully considered, with a clear understanding of business information needs and uses:
- A) the database model will most likely be in some normalized form.
  - B) repeating groups will occur.
  - C) each part will have only one supplier.
  - D) relationships arrange themselves.
  - E) all the attributes will be listed first.
- 14) Many new Internet business models:
- A) have yet to prove enduring sources of profit.
  - B) go against traditional business methods.
  - C) fail because of lack of technology ability and understanding.
  - D) fit well into the traditional business environment.
  - E) require legal and legislative amplification.
- 15) Sourcing goods and materials, negotiating with suppliers, paying for goods, and making delivery arrangements best describes:
- A) procurement.
  - B) supply chain management.
  - C) acquisition.
  - D) electronic business.
  - E) electronic commerce.
- 16) The detailed information the Internet makes possible between internal operations makes it easier:
- A) for managers to coordinate more jobs and tasks.
  - B) to analyze the cost factors in production.
  - C) to understand material flows and manufacturing schedules.
  - D) for everyone in the company to participate in decision making.
  - E) to arrange money transfers between departments.

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17) The Internet shrinks:

- A) information asymmetry.
- B) time and money factors in financing.
- C) the size of established companies.
- D) survival potential in banks.
- E) symmetrical relationships between businesses.

18) Net marketplaces serve:

- A) large industries more than smaller ones.
- B) vertical markets.
- C) horizontal and vertical markets.
- D) individual Web sites in compatible industries.
- E) horizontal markets.

19) Hierarchical DBMS can still be found in:

- A) large legacy systems that require intensive high-volume transaction processing.
- B) older, less flexible management environments that do not understand modern media.
- C) small new companies that do not need relational DBMS.
- D) object-oriented environments.
- E) companies using low-level programming languages.

20) The benefits of moving to a database environment are:

- A) up front, intangible, and inexpensive.
- B) back-loaded, expensive, and short term.
- C) intangible, back-loaded, and long term.
- D) short term, expensive, and intangible.
- E) tangible, low, and back-loaded.

21) Database designers document the conceptual data model with:

- A) a database model.
- B) normalization diagrams.
- C) an entity-attributes diagram.
- D) a distributed-hierarchical diagram.
- E) an entity-relationship diagram.

22) The organization's data model should reflect:

- A) management understanding of data processing.
- B) its concern with security.
- C) its key business processes and decision-making requirements.
- D) social awareness.
- E) its connection to legacy systems.

23) If a database has been carefully considered, with a clear understanding of business information needs and uses:

- A) repeating groups will occur.
- B) relationships arrange themselves.
- C) the database model will most likely be in some normalized form.
- D) each part will have only one supplier.
- E) all the attributes will be listed first.

24) In a GDSS, stakeholder identification and analysis tools:

- A) allow simultaneous and anonymous contributions to the meeting.
- B) use structured approaches to evaluate the impact of an emerging proposal and determine those who will be affected by it.
- C) facilitate organized integration and synthesis of ideas generated during brainstorming.
- D) structure support for developing agreement on the wording of policy statements.
- E) aid in pre-meeting planning by identifying issues of concern.

25) In the design of a new system, "stakeholders" are:

- A) those who have a direct interest in the information affected by the new system.
- B) the entire organization.
- C) those who will pay for the new system.
- D) managers who control the information input to the new system.
- E) end users who use the reports from the new system.

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- 26) Before they interact with sales staff, customers are now:
- A) getting more information from multiple sources.
  - B) required to have loans pre-approved for large items.
  - C) checking out the company's reputation.
  - D) interacting with online management.
  - E) All of the above
- 27) The term "sequences" is associated with:
- A) pattern recognition describing the group to which an item belongs.
  - B) occurrences linked to a single event.
  - C) a series of existing values used to predict other values.
  - D) events linked over time.
  - E) classifications when no groups have been defined.
- 28) Management should control the development of end-user applications by:
- A) developing a formal development methodology.
  - B) establishing standards for user-developed applications.
  - C) requiring cost justification for end-user IS projects.
  - D) Both B and C
  - E) None of the above
- 29) The oldest method for building information systems is the:
- A) systems lifecycle.
  - B) pilot study.
  - C) systems approach.
  - D) iterative process.
  - E) prototype.
- 30) System testing:
- A) asks end users to evaluate the system.
  - B) tests the functioning of the system as a whole in order to determine if discrete modules will function together as planned.
  - C) includes all the preparations for the series of tests to be performed on the system.
  - D) provides the final certification that the system is ready to be used in a production setting.
  - E) tests each program separately.
- 31) Administrative controls ensure that job functions are designed to minimize:
- A) the risk of errors.
  - B) fraudulent manipulation of the organization's assets.
  - C) the need for supervisory personnel.
  - D) Both A and B
  - E) None of the above
- 32) Historically, information systems design puts technical issues over:
- A) organizational concerns.
  - B) cost.
  - C) software platforms.
  - D) operations.
  - E) goals.
- 33) A good sociotechnical design is expected to produce an information system that blends technical efficiency with a sensitivity to organizational standards, leading to:
- A) lower transaction costs.
  - B) greater productivity.
  - C) better procedures and more effective reporting.
  - D) cooptation.
  - E) high job satisfaction.

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- 34) Often the most important outcome of a scoring model is:
- A) the single score it can give.
  - B) the sensitivity of the outcome.
  - C) agreement on the criteria used to judge the system.
  - D) the judgment of the participants.
  - E) its simplicity.
- 35) Internet security challenges for the server during communication include:
- A) line taps, denial of service attacks.
  - B) vandalism, theft and fraud, line taps.
  - C) tapping, sniffing, message alteration.
  - D) computer viruses, line taps, hacking.
  - E) copying of data, alteration of data, loss of machine.
- 36) Some research indicates that computerization decreases the need for large numbers of lower-level workers because:
- A) more information is given to middle managers.
  - B) it permits task forces to be formed.
  - C) more training for such workers is required.
  - D) their work is reclaimed.
  - E) more highly-trained workers work faster.
- 37) A system that enables users to make micropayments and purchases on the Web by accumulating a debit balance on their credit card or telephone bill best describes:
- A) accumulated deferral system.
  - B) peer-to-peer payment system.
  - C) digital cash.
  - D) accumulated balance digital payment system.
  - E) smart card.
- 38) Operational-level systems:
- A) support knowledge and data workers in an organization.
  - B) support long-range planning activities.
  - C) support the monitoring, controlling, decision-making and administrative activities of middle management.
  - D) monitor the elementary activities and transactions of the organization.
  - E) support financial and resource planning activities.
- 39) Which of the following is characteristic of a DSS's information inputs?
- A) Summary transaction data; high-volume data; simple models
  - B) Transactions; events
  - C) Aggregate data; external, internal
  - D) Low-volume data or massive databases optimized for data analysis; analytic models and data analysis tools
  - E) None of the above
- 40) CIOs are:
- A) in charge of the information systems function in the firm.
  - B) highly-trained technical specialists who write computer software instructions.
  - C) leaders of the various specialists in the information systems department.
  - D) representatives of departments outside the information systems group for whom applications are developed.
  - E) specialists who translate business problems and requirements into information requirements and systems.
- 41) By making it worthwhile for firms to contract with external suppliers instead of internal sources, information technology can reduce:
- A) management control spans.
  - B) end user support requirements.
  - C) transaction costs.
  - D) All of the above
  - E) None of the above

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- 42) A third-party Net marketplace that is primarily transaction oriented and that connects many buyers and suppliers for spot purchasing best describes:
- A) online distributor.
  - B) content provider.
  - C) syndicator.
  - D) exchange.
  - E) online marketplace.
- 43) Advances in data storage techniques and rapidly declining storage costs have:
- A) doubled humanity's knowledge.
  - B) created huge publicly accessible databases.
  - C) doubled every 18 months.
  - D) made universal access possible.
  - E) made routine violations of privacy cheap and effective.
- 44) Many organizations have inefficient information systems because of:
- A) poorly-paid personnel.
  - B) poor file management.
  - C) management interference in MIS.
  - D) outdated computers and bad information.
  - E) lack of cooperation between staff and line departments.
- 45) A distributed database:
- A) is on one client/server network.
  - B) does not need to be updated often.
  - C) is usually in a small geographic area, such as a university.
  - D) can pose security problems.
  - E) is updated continuously at the central location.
- 46) When a group interacts using a GDSS, organizational memory uses the following tools:
- A) enterprise analyzer, graphical browser, group dictionary.
  - B) vote selection, alternative evaluation questionnaire, group matrix.
  - C) idea organizer, issue analyzer, group writer.
  - D) brainstorming, topic commenter, group outliner.
  - E) policy formation, stakeholder identification.
- 47) The radical redesign of business processes, combining steps to cut waste and eliminating repetitive paper-intensive tasks in order to improve cost, quality, and service, and to maximize the benefits of information technology best describes:
- A) process alignment.
  - B) business process reengineering.
  - C) paradigm shift.
  - D) automation.
  - E) rationalization of procedures.
- 48) The intangible benefits of computers are difficult to measure and therefore are:
- A) not addressed by conventional productivity measures.
  - B) not understood by management.
  - C) not addressed in financial models except for new systems.
  - D) Both A and C
  - E) All of the above
- 49) Input controls:
- A) check new data for accuracy and completeness.
  - B) ensure that the results of computer processing are accurate, complete, and properly distributed.
  - C) set security parameters.
  - D) ensure that data are complete and accurate during updating.
  - E) do both B and D.

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- 50) Systems that maintain employee records; track employee skills, job performance, and training; and support planning for employee compensation and career development best describes:
- A) sales and marketing information systems.
  - B) economic systems.
  - C) human resources information systems.
  - D) finance and accounting information systems.
  - E) manufacturing and production information systems.
- 51) Systems analysts are:
- A) specialists who translate business problems and requirements into information requirements and systems.
  - B) leaders of the various specialists in the information systems department.
  - C) in charge of the information systems function in the organization.
  - D) highly trained technical specialists who write computer software instructions.
  - E) representatives of departments outside the information systems group for whom applications are developed.
- 52) The shifting of the intermediary role in a value chain to a new source is called:
- A) reentrance.
  - B) disintermediation.
  - C) reintermediation.
  - D) distributor displacement.
  - E) intermediary relocation.
- 53) Under traditional data systems:
- A) data are easier to locate, but harder to keep secure.
  - B) the IS department maintains tight control of all data and its distribution.
  - C) data are fragmented in separate operational systems.
  - D) data are harder to locate, but easier to keep secure.
  - E) None of the above
- 54) Which of the following is a model for identifying all the company activities that cause costs to occur while producing a specific product or service so that managers can see which products or services are profitable or losing money and make changes to maximize firm profitability?
- A) Internal rate of return
  - B) Total cost of ownership
  - C) Activity-based costing
  - D) Balanced scorecard
  - E) Return on investment
- 55) Manufacturing and production find intranets to be:
- A) more complicated to implement than in other functional areas.
  - B) helpful in updating prices.
  - C) less useful than in other functional areas.
  - D) All of the above
  - E) None of the above
- 56) The implementation process always involves:
- A) internal integration manipulation.
  - B) downsizing.
  - C) another project team.
  - D) organizational change.
  - E) senior management.
- 57) The three principal concepts for analyzing strategy at the industry level are:
- A) Miller's theory of adjusted dataflow, Porter's competitive forces model, and network analysis.
  - B) supply chain theory, customer response theory, and network economics.
  - C) managerial, operational, and marketing.
  - D) network analysis, competition analysis, and customer response analysis.
  - E) information partnerships, the competitive forces model, and network economics.

<背面繼續>

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58) Management-level systems:

- A) support knowledge and data workers in an organization.
- B) support the monitoring, controlling, decision-making and administrative activities of middle management.
- C) support financial and resource planning activities.
- D) support long-range planning activities.
- E) monitor the elementary activities and transactions of the organization.

59) Some research indicates that computerization decreases the need for large numbers of lower-level workers because:

- A) more training for such workers is required.
- B) their work is reclaimed.
- C) it permits task forces to be formed.
- D) more highly-trained workers work faster.
- E) more information is given to middle managers.

60) An organizational department responsible for handling customer service issues by telephone and other channels best describes:

- A) corporate service center.
- B) call center.
- C) customer training center.
- D) customer complaint desk.
- E) customer support center.

二、簡答題(每題8分，共5題，40分)

1. What is supply chain management (SCM)? How does SCM system provide value for businesses? What does SCM can do for the new operation model of global logistic and/or economic globalization?
2. What is does customer relationship management (CRM)? How does CRM provide value for businesses? What does CRM do for the innovative business model?
3. Why information ethics is very important for MIS? How can organizations develop corporate policies for ethical conduct to meet the new need of IT application?
4. What is the benefit could be the E-commerce web sites done? What is the challenge of managing internet computing and digital integration in modern business? How can businesses solve these problems?
5. What are the critical successful factors for implementation of knowledge management system? How does knowledge work system provide value for firm? What are the businesses benefits of using intelligent techniques for knowledge management?