

大同大學 95 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1/4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。

Multiple Choice: There are 50 questions. Each question has 5 choices. Choose only **ONE** of them which is **the most appropriate** answer to the question.

1. Electronic business includes which of the following?

- a) buying and selling
- b) servicing customers
- c) collaborating with business partners
- d) conducting electronic transactions within an organization
- e) all of the above

2. A collection of related files, tables, and so on that stores data and the associations among them is _____.

- a) hardware
- b) software
- c) database
- d) network
- e) procedures

3. A telephone conference call is an example of which type of communications?

- a) same-time/same-place
- b) same-time/different-place
- c) different-time/same-place
- d) different-time/different place
- e) none of the above

4. _____ allows for the sending or brief text messages on certain cell phones.

- a) Bluetooth
- b) wireless application protocol
- c) short message service
- d) wi-fi
- e) global positioning system

5. Information technology is useful in support global supply chains in which of the following ways?

- a) provides EDI and other communication infrastructure options
- b) provides online expertise with fast-changing regulations
- c) helps businesses find trading partners
- d) helps solve language problems
- e) all of the above

6. _____ is a chip technology wireless standard that enables temporary, short-range connection between mobile devices.

- a) Bluetooth
- b) wireless application protocol
- c) short message service
- d) wi-fi
- e) global positioning system

7. _____ is a satellite-based tracking system that enables the determination of a person's position.

- a) Bluetooth
- b) wireless application protocol
- c) short message service
- d) wi-fi
- e) global positioning system

8. The generic term for technologies that use radio waves to automatically identify individual items is:

- a) telemetry
- b) bar codes
- c) shipping labels
- d) radio-frequency identification
- e) wireless access point

9. Problems along the supply chain include which of the following?

- a) poor customer service
- b) high inventory costs
- c) loss of revenues
- d) increased cycle times
- e) all of the above

10. In this type of e-commerce, the sellers are organizations and the buyers are individuals.

- a) collaborative commerce
- b) consumer-to-consumer
- c) consumer-to-business
- d) business-to-consumer
- e) none of the above

11. Which of the following is **not** a general business objective?

- a) improved productivity
- b) increased employee benefits
- c) improved decision making
- d) enhanced customer relationships
- e) developing new strategic applications

12. In the _____ business model, buyers and sellers negotiate online.

- a) name-your-own-price
- b) bidding using reverse auctions
- c) affiliate marketing
- d) group purchasing
- e) e-marketplaces

13. Which of the following is **not** a major capability of information systems?

- a) provide high-speed, low-volume numerical computations
- b) store huge amounts of information
- c) allow fast access to information
- d) enable communication and collaboration anywhere, anytime
- e) facilitate the interpretation of data

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14. The most distinguishing characteristic of geographical information systems is:
- every record or digital object has a unique identifier
 - every record or digital object is visible to the user
 - every record or digital object must be accessed by programmers
 - every record or digital object has an identified geographical location
 - every record or digital object is encrypted
15. Chat rooms are **not** used for which of the following?
- to build a community
 - to promote a commercial, political, or environmental cause
 - to support people with medical problems
 - to process transactions
 - to let hobbyists share their interest
16. In the _____ business model, one company places a banner ad for a second company on their Web site and every time a customer clicks on the banner ad and then makes a purchase at the second company, the first company receives a commission.
- name-your-own-price
 - bidding using reverse auctions
 - affiliate marketing
 - group purchasing
 - e-marketplaces
17. _____ facilitate browsing by offering the user a tour of the Internet.
- intelligent indexing agents
 - frequently asked questions agents
 - Web-browsing assisting agents
 - toolbars
 - Web services
18. In the _____ business model, the purchase orders of many buyers are aggregated.
- name-your-own-price
 - bidding using reverse auctions
 - affiliate marketing
 - group purchasing
 - e-marketplaces
19. Which of the following **does not** affect designing a global IOS?
- cultures
 - chip technology
 - economies
 - localization
 - politics
20. _____ is **not** an electronic commerce application?
- home banking
 - buying stocks
 - evaluating an employee
 - conducting an auction
 - all of the above
21. Which of the following is not a characteristic of a structured decision?
- routine
 - repetitive
 - standard solutions exist
 - first three phases of the decision making process occur in a particular sequence
 - human intuition involved
22. Commercial Internet applications evolve through four major phases. These phases, in order, are:
- presence, e-commerce, collaboration, integration
 - presence, collaboration, e-commerce, integration
 - integration, collaboration, e-commerce, presence
 - e-commerce, presence, collaboration, integration
 - collaboration, integration, presence, e-commerce
23. Which of the following is **not** a reason that managers need IT support?
- number of alternatives are increasing
 - decisions must typically be made under time pressure
 - decisions are becoming less complex
 - need to access remote information sources
 - decision makers are often in different locations
24. A(n) _____ is effective for companies who want to narrow their target to consumers interested in particular topics.
- keyword banner
 - random banner
 - pop-up ad
 - pop-under ad
 - text box
25. General Motors attempted to market a car named Nova (meaning "no go" in Spanish) in Spanish-speaking countries, with very poor results. This is an example of:
- legal difference
 - political difference
 - cultural difference
 - localization difference
 - marketing difference
26. Which of the following is **not** a characteristic of traditional human resources management?
- positions filled in months
 - emphasis on salary and bonuses
 - flexible online training
 - reactive career decisions
 - stronger union presence
27. Which of the following is **not** a possible solution to supply chain problems?
- vertical integration
 - building inventories
 - information sharing
 - changing a hub to a linear supply chain
 - collaboration along the supply chain

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28. Web mining is **not** used in which of the following areas?
a) information filtering
b) crime fighting on the Internet
c) online transaction processing
d) clickstream analysis
e) surveillance
29. Which of the following is **not** a characteristic of a transaction processing system?
a) small amounts of data are processed
b) sources of data are mainly internal
c) low computation complexity
d) high level of accuracy, data integrity, and security
e) high level of detail
30. A(n) _____ is the Web-equivalent of a showroom or a physical store through which an e-business can display and/or sell its products.
a) electronic storefront
b) electronic market
c) electronic exchange
d) electronic auction
e) home page
31. The _____ is erratic shifts in orders up and down the supply chain.
a) demand forecast effect
b) supply forecast effect
c) bullwhip effect
d) inventory effect
e) customer coordination effect
32. The data in transaction processing systems have which of the following characteristics?
a) organized mainly hierarchically
b) processed in distributed fashion
c) organized for end users
d) are nonroutine and do not recur often
e) are processed only in batch mode
33. Which of the following is **not** a driver of mobile computing?
a) widespread availability of mobile devices
b) increasing prices as functionalities increase
c) the cell phone culture
d) vendor marketing
e) no need for a personal computer
34. The FedEx extranet that allows customers to track the status of a package is an example of which type of extranet?
a) a company and its dealers, customers, and/or suppliers
b) an industry's extranet
c) joint venture
d) B2B exchange
e) B2C exchange
35. _____ are designed to summarize data and prepare reports for the functional areas.
a) transaction processing systems
b) decision support systems
c) executive information systems
d) intelligent systems
e) management information systems
36. Which of the following is **not** a goal of supply chain management?
a) reduce uncertainty along the supply chain
b) increase inventory levels
c) reduce cycle time
d) improve customer service
e) improve business processes
37. If your company offers many different language and currency options, in addition to special content, this is an example of:
a) legal environment
b) political environment
c) culture
d) localization
e) marketing environment
38. Which of the following is **not** a benefit of modeling in decision making?
a) cost of virtual experimentation is lower than the cost of experimentation with a real system
b) models allow for time expansion
c) easier to manipulate the variables in a model than those in a real system
d) allows managers to better deal with uncertainty
e) allows for extensive "what-if" analyses
39. A(n) _____ is a database designed to support decision support systems, executive support systems, and other analytical and end-user activities.
a) knowledge base
b) data warehouse
c) management information system
d) decision support system
e) intelligent system
40. It is very difficult to manage data for which of the following reasons?
a) amount of data stays about the same over time
b) data are scattered throughout organizations
c) decreasing amount of external data needs to be considered
d) data security is easily compromised
e) data are stored in different formats throughout organizations

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41. _____ reports include only information that exceeds certain threshold standards.
- ad hoc
 - routine
 - drill-down
 - key-indicator
 - exception
42. The data in a data warehouse have which of the following characteristics?
- are organized by end users
 - are coded consistently
 - are updated in real time
 - are constantly purged as new data come in
 - are organized in a hierarchical structure
43. Success in the _____ phase of the decision making process results in resolving the original problem, and failure leads to a return to previous phases.
- implementation
 - choice
 - design
 - intelligence
 - consideration
44. In the _____ phase of the decision making process, managers examine a situation and identify and define the problem.
- implementation
 - choice
 - design
 - intelligence
 - consideration
45. A process that collects, processes, stores, analyzes, and disseminates information for a specific purpose is a(n) _____.
- information technology architecture
 - information technology infrastructure
 - information technology
 - information system
 - computer-based information system
46. In which of the following business models do businesses request quotes from suppliers and use B2B with a reverse auction mechanism?
- find-the-best-price
 - electronic tendering system
 - name-your-own-price
 - online direct marketing
 - affiliate marketing
47. Which of the following is **not** a function of management information systems?
- provides information to managers in the functional areas
 - supports the managerial tasks of planning, organizing, and controlling operations
 - provides information mainly in the form of reports
 - provides information from business events to the corporate database
 - none of the above
48. _____ portals offer content for diverse communities and are intended for broad audiences.
- publishing
 - personal
 - affinity
 - corporate
 - commercial
49. _____ CRM applications include call centers, help desks, sales force automation, and field service automation.
- customer-facing
 - customer-touching
 - customer-centric intelligence
 - online networking
 - transactional
50. The planning process that integrates production, purchasing, and inventory management of interdependent items is called _____:
- manufacturing resource planning
 - material requirements planning
 - vendor-managed inventory
 - inventory management
 - production planning