

大同大學 97 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3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。

I. Multiple Choice Questions: There are 50 questions. Each question has 4 choices. Choose the most appropriate (**only one**) choice as the answer of the question. (50%)

1. The move of retail banking to use ATMs after Citibank unveiled its first ATMs illustrates the information system **business objective** of:
 - a. improved efficiency.
 - b. customer and supplier intimacy.
 - c. competitive advantage.
 - d. survival.
2. The three **activities** in an information system that produce the information organizations use to control operations are:
 - a. information retrieval, research, and analysis.
 - b. input, output, and feedback.
 - c. input, processing, and output.
 - d. data analysis, processing, and feedback
3. Converting raw data into a more meaningful form is called:
 - a. capturing.
 - b. processing.
 - c. organizing.
 - d. feedback.
4. An intranet uses:
 - a. Internet technology within the boundaries of the firm.
 - b. infrared telecommunications systems.
 - c. the telecommunications capacities of fiber optic networks.
 - d. mainframe technology.
5. The five basic entities that make up any business are suppliers, customers, employees, products and services, and:
 - a. its environment.
 - b. manufacturing and production.
 - c. sales and marketing.
 - d. invoices and payments.
6. Promoting the organization's products or services is a responsibility of the:
 - a. finance and accounting function.
 - b. human resources function.
 - c. sales and marketing function.
 - d. manufacturing and production function.
7. A finance and accounting information system aids operational management with:
 - a. establishing long term investment goals.
 - b. accounts receivable.
 - c. profit planning.
 - d. budgeting.
8. TPSs are the basic business systems that serve which level of the organization?
 - a. operational.
 - b. middle management.
 - c. knowledge management.
 - d. senior management.
9. Which of the following industries has a low barrier to entry?
 - a. Automotive
 - b. Computer-chip
 - c. Airline
 - d. Restaurant
10. Internet technology:
 - a. makes it easy for rivals to compete on price alone.
 - b. imposes a significant cost of entry, due to infrastructure requirements.
 - c. increases the difference between competitors because of the wide availability of information.
 - d. makes it easy to sustain operational advantages.
11. Which industries did the first wave of e-commerce transform?
 - a. Air travel, books, bill payments
 - b. Air travel, books, music
 - c. Real estate, air travel, books
 - d. Real estate, books, bill payments
12. Software that organizes, manages, and processes business data concerned with inventory, customers, and vendors is called:
 - a. application software.
 - b. system software.
 - c. data management software.
 - d. network software.
13. Which of the following is a device that collects data directly from the environment for input into a computer system?
 - a. Trackball
 - b. Touch screen
 - c. Audio input
 - d. Sensor
14. A high-speed network dedicated to storage that connects different kinds of storage devices, such as tape libraries and disk arrays so they can be shared by multiple servers best describes:
 - a. ASP.
 - b. LAN.
 - c. SAN.
 - d. SSN.
15. In batch processing:
 - a. transactions are processed immediately in batches.
 - b. transactions are accumulated in batches until it is time to process them.
 - c. transactions are processed by arrays of multiple, less expensive servers.
 - d. transactions are processed by arrays of multiple, less expensive workstations.
16. In a table for customers, the information about a single customer would reside in a single:
 - a. row.
 - b. column.
 - c. field.
 - d. table.
17. DBMS for midrange computers include all of the following EXCEPT:
 - a. DB2.
 - b. Oracle.
 - c. Microsoft SQL Server.
 - d. Microsoft Access.
18. In a relational database, the three basic operations used to develop useful sets of data are:
 - a. select, project, and where.
 - b. select, join, and where.
 - c. select, project, and join.
 - d. select, from, and join.
19. Multiplexing can be defined as a:
 - a. specialized computer to supervise communication traffic between the CPU and the peripheral device in the telecommunications system.
 - b. technology that enables a single communications channel to carry data transmissions from multiple sources simultaneously.
 - c. device that carries the telecommunication message in analog form for packet distribution.
 - d. special purpose computer dedicated to managing communications for the host computer in the network.
20. Digital subscriber lines:
 - a. Operate over existing telephone lines to carry voice, data, and video
 - b. Operate over coaxial lines to deliver Internet access
 - c. Are very-high-speed data lines typically leased from long-distance telephone companies
 - d. Have up to twenty-four 64-Kbps channels.

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21. The most appropriate wireless networking standard for creating PANs (personal area networks) is:
- I-mode
 - IEEE 802.11b
 - WiFi
 - Bluetooth
22. One or more access points positioned on a ceiling, wall, or other strategic spot in a public place to provide maximum wireless coverage for a specific area are referred to as:
- Wireless spots
 - Hotpoints.
 - Hotspots.
 - Wireless hubs.
23. Policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems refers to:
- Controls
 - Security
 - Benchmarks
 - Algorithms
24. An independent computer program that copies itself from one computer to another over a network is called a:
- Worm.
 - Trojan horse.
 - Bug.
 - Pest.
25. Redirecting a Web link to a different address is a form of:
- Phishing.
 - Sniffing.
 - Snooping.
 - Spoofing.
26. ISO 17799:
- Requires financial institutions to ensure the security of customer data.
 - Imposes responsibility on companies and management to safeguard the accuracy of financial information.
 - Specifies best practices in information systems security and control.
 - Outlines medical security and privacy rules.
27. Most antivirus software is effective against:
- only those viruses active on the Internet and through e-mail.
 - only those viruses already known when the software is written.
 - any virus except those in wireless communications applications.
 - any virus.
28. An analysis of the firm's most critical systems and the impact a system's outage would have on the business is included in a(n):
- risk assessment.
 - AUP.
 - security policy.
 - business impact analysis.
29. Why is overstocking warehouses not an effective solution for a problem of low availability?
- It does not speed product time to market
 - It is an inefficient use of raw materials
 - It increases sales costs
 - It increases inventory costs
30. The most successful solutions for consistently and effectively achieving a business objective are referred to as:
- enterprise solutions.
 - operational excellence.
 - best practices.
 - business processes.
31. In order to achieve maximum benefit from an enterprise software package, a business:
- Customizes the software to match all of its business processes.
 - Changes the way it works to match the software's business processes.
 - Uses only the processes in the software that match its own processes.
 - Selects only the software that best matches its existing business processes.
32. A company's suppliers, supplier's suppliers, and the processes for managing relationships with them is:
- the upstream portion of the supply chain.
 - the external supply chain.
 - the supplier's internal supply chain.
 - the downstream portion of the supply chain.
33. Which of the following traditional solutions enables manufacturers to deal with uncertainties in the supply chain?
- Demand planning
 - Overstocking
 - Just-in-time strategies
 - Safety stock
34. This supply chain planning function determines how much product is needed to satisfy all customer demands
- Distribution management
 - Replenishment planning
 - Demand planning
 - Order planning
35. Systems to manage the flow of products through distribution centers and warehouses to ensure that products are delivered to the right locations in the most efficient manner best describes:
- supply chain demand systems.
 - supply chain execution systems.
 - supply chain planning systems.
 - supply chain delivery systems.
36. A supply chain driven by actual customer orders or purchases follows a:
- pull-based model.
 - build-to-stock model.
 - push-based model.
 - replenishment-driven model.
37. The marketing of elevated-value products or services to new or existing customers is referred to as:
- cross-selling.
 - bundling.
 - discount selling.
 - up-selling.
38. Selling the same goods to different targeted groups at different prices is called:
- price customization.
 - price opacity.
 - price discrimination.
 - price gouging.
39. Reducing the business process layers in a distribution channel is called:
- BPR.
 - disintermediation.
 - market segmentation.
 - network effects.
40. Which of the following Internet business models does Amazon.com use?
- Virtual storefront
 - Transaction broker
 - Online service provider
 - Information broker
41. Which phase of decision making finds or recognizes a problem?
- Implementation
 - Choice
 - Design
 - Intelligence
42. Online marketplaces:
- save users money and time by processing online sales dealings.
 - create revenue by providing digital content over the Web.
 - provide a digital environment where buyers and sellers can establish prices for products.
 - sell physical products directly to consumers or individual businesses.

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43. Tools that record customer activities at Web sites and store them in a log for further analysis are called:
- customer tracking tools.
 - clickstream tracking tools.
 - collaborative filtering tools.
 - filtering tools.
44. The process of sourcing goods and materials, negotiating with suppliers, paying for goods, and making delivery arrangements is called:
- procurement.
 - e-procurement.
 - supply chain management.
 - electronic commerce.
45. Which type of applications takes special advantage of the unique capabilities of mobile technology?
- Text-based messaging
 - Personalized services
 - Interactive, video-rich applications
 - Location-based applications
46. Instead of focusing on how to bring a customer to a Web site, wireless marketing strategies focus on:
- Delivering personalized messages
 - Content-rich messaging
 - Bringing the message directly to the customer at the point of need
 - Pushing Web sites to customers
47. Calculating gross pay for hourly workers falls into which category of decision-making?
- Documented
 - Structured
 - Unstructured
 - Semistructured
48. What are the two major types of knowledge management systems?
- Enterprise-wide knowledge management systems and knowledge work systems
 - Enterprise systems and knowledge management systems
 - Expert systems and knowledge work systems.
 - Management information systems and decision support systems
49. The entire system-building effort is driven by:
- organizational change.
 - feasibility studies.
 - data.
 - user information requirements.
50. Acceptance testing:
- includes all the preparations for the trials.
 - tests the functioning of the system as a whole in order to determine if discrete modules will function together as planned.
 - provides the final certification that the system is ready to be used in a production setting.
 - tests each program separately.

II. Essay Questions: (50%)

1. You work for a holding company of a set of financial service companies. How could you use information systems to achieve greater customer intimacy?
2. Identify and briefly describe three major enterprise applications.
3. Describe how e-commerce affects careers in the four major business functions, i.e., sales and marketing, manufacturing, finance and accounting, and human resources. Which function do you think is most affected currently?
4. How are encryption, authentication, digital signatures, and digital certificates each used to ensure security in electronic commerce?
5. Briefly describe each of the Bluetooth, Wi-Fi 802.11b, and WiMAX wireless technology.