

大同大學 98 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1/3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。

選擇題：共 50 題，每題有 4 個選項，選取其中最適當的一個填入答案卷內。

1. The use of information systems because of necessity is:
 - a. improved efficiency.
 - b. customer and supplier intimacy.
 - c. survival.
 - d. competitive advantage.
2. An example of raw data from a national chain of automobile stores would be:
 - a. 13 Toyotas sold daily in Kentucky
 - b. 13 Toyota RAV 4s sold during March 2006 in Louisville, Kentucky
 - c. 1 Toyota RAV4s sold March 3, 2005 in Louisville, Kentucky
 - d. All of the above
3. The first step in the four-step model of business problem solving is:
 - a. agreeing that a problem exists.
 - b. identifying the problem.
 - c. outlining the problem's causes.
 - d. assigning the problem to a problem solver.
4. In choosing the best solution for a business problem, one of the most important considerations is:
 - a. change management.
 - b. employee training.
 - c. existing resources and skills.
 - d. outcome measurement.
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. A sales and marketing information system aids operational management in:
 - a. tracking sales.
 - b. planning new products and services.
 - c. analyzing sales performance.
 - d. preparing sales forecasts.
7. A finance and accounting information system aids operational management with:
 - a. establishing long term investment goals.
 - b. profit planning.
 - c. accounts receivable.
 - d. budgeting.
8. Promoting the organization's products or services is a responsibility of the:
 - a. finance and accounting function.
 - b. human resources function.
 - c. manufacturing and production function.
 - d. sales and marketing function.
9. The six important business objectives of information technology are new products, services, and business models; customer and supplier intimacy; survival; competitive advantage, improved decision making, and:
 - a. improved flexibility.
 - b. improved business practices.
 - c. operational excellence.
 - d. improved efficiency.
10. A sales and marketing information system aids operational management in:
 - a. tracking sales.
 - b. planning new products and services.
 - c. analyzing sales performance.
 - d. preparing sales forecasts.
11. Equipment scheduling and facilities maintenance are functions of:
 - a. Finance and accounting systems.
 - b. Human resources systems.
 - c. Manufacturing and production systems.
 - d. Sales and marketing systems.
12. TPSs are the basic business systems that serve which level of the organization?
 - a. senior management.
 - b. middle management.
 - c. operational.
 - d. knowledge management.
13. A beverage distributor has acquired exclusive U.S. distribution rights for a new Italian sparkling water. What competitive advantage does this illustrate?
 - a. Economy of scale
 - b. Demand control
 - c. Barrier to entry that restrict supply
 - d. Substitute products and services
14. The four major types of competitive advantage are:
 - a. Demand control, economies of scale, substitute products and services, and process efficiency.
 - b. Demand control, economies of scale, barriers to entry that restrict supply, and process efficiency.
 - c. Demand control, economies of scale, product differentiation, and process efficiency.
 - d. Economies of scale, barriers to entry that restrict supply, substitute products and services, and process efficiency.
15. The four basic strategies a company can employ to deal with competitive forces are:
 - a. Increase process efficiency, implement demand control, focus on market niche, and low-cost leadership.
 - b. Strengthen customer and supplier intimacy, focus on market niche, product differentiation, and implement demand control.
 - c. Focus on market niche, product differentiation, mass customization, and implement demand control.
 - d. Strengthen customer and supplier intimacy, focus on market niche, product differentiation, and low-cost leadership.
16. When a firm provides a specialized product or service for a narrow target market better than competitors, they are using a:
 - a. Product differentiation strategy.
 - b. Market niche strategy.
 - c. Mass customization strategy.
 - d. Process efficiency strategy.
17. 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

<背面繼續>

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<打穿前頁>

18. Software that organizes, manages, and processes business data concerned with inventory, customers, and vendors is called:
- system software.
 - application software.
 - data management software.
 - network software.
19. Software that manages the resources of the computer is called:
- system software.
 - application software.
 - data management software.
 - network software.
20. In a multi-tiered network:
- the work of the entire network is centralized.
 - the work of the entire network is balanced over several levels of servers.
 - processing is split between clients and servers.
 - processing is handled by multiple, geographically remote clients.
21. Which of the following is a device that collects data directly from the environment for input into a computer system?
- Sensor
 - Touch screen
 - Audio input
 - Trackball
22. What are the relationships that the relational database is named for?
- Relationship between rows and columns
 - Relationships between entities
 - Relationships between tables
 - Relationships between databases
23. The logical view:
- shows how data are organized and structured on the storage media.
 - presents an entry screen to the user.
 - allows the creation of supplementary reports.
 - presents data as they would be perceived by end users.
24. In batch processing:
- transactions are processed immediately in batches.
 - transactions are accumulated in batches until it is time to process them.
 - transactions are processed by arrays of multiple, less expensive servers.
 - transactions are processed by arrays of multiple, less expensive workstations.
25. An automated or manual file that stores information about data elements and data characteristics such as usage, physical representation, ownership, authorization, and security is the:
- data dictionary.
 - data definition diagram
 - entity-relationship diagram
 - relationship dictionary
26. What is the first step you should take in managing data for a firm?
- Identify the data needed to run the business.
 - Cleanse the data before importing it to any database.
 - Normalize the data before importing to a database.
 - Audit your data quality.
27. The process of streamlining data to minimize redundancy and awkward many-to-many relationships is called:
- normalization.
 - data scrubbing.
 - data cleansing.
 - data administration.
28. Running a Java program on a computer requires:
- a Java Virtual Machine to be installed on the computer.
 - a Java Virtual Machine to be installed on the server hosting the Java applet.
 - a miniature program to be downloaded to the user's computer.
 - no extra or specialized software, as Java is platform-independent.
29. To analyze the direct and indirect costs and determine the actual cost of specific technology implementations, you would use a:
- total cost of ownership model.
 - return on investment model.
 - breakeven point.
 - cost benefit analysis.
30. Which of the following statements about data warehouses is *not* true?
- They are supply data to be used across the enterprise for management analysis and decision making.
 - Data warehouse systems provide a range of ad hoc and standardized query tools, analytical tools, and graphical reporting facilities.
 - They may include data from Web site transactions.
 - Data warehouse systems provide easy-to-use tools for managers to easily update data.
31. The telephone system is an example of a _____ network.
- peer-to-peer
 - wireless
 - packet-switched
 - circuit-switched
32. To use an analog telephone system for sending digital data, you must use:
- a modem.
 - a router.
 - DSL.
 - twisted wire.
33. Digital subscriber lines:
- operate over existing telephone lines to carry voice, data, and video.
 - operate over coaxial lines to deliver Internet access.
 - are very-high-speed data lines typically leased from long-distance telephone companies.
 - have up to twenty-four 64-Kbps channels.
34. A VPN:
- is an encrypted private network configured within a public network.
 - is more expensive than a dedicated network.
 - provides secure, encrypted communications using Telnet.
 - is an Internet-based service for delivering voice communications.

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35. A network that covers a large geographic area is most commonly referred to as a(n):
- local area network.
 - intranet.
 - peer-to-peer network.
 - wide area network.
36. An independent computer program that copies itself from one computer to another over a network is called a:
- Worm.
 - Trojan horse.
 - Bug.
 - Pest.
37. Policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems refers to:
- Controls
 - Security
 - Benchmarks
 - Algorithms
38. 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.
39. The most appropriate wireless networking standard for creating PANs (personal area networks) is:
- I-mode
 - IEEE 802.11b
 - WiFi
 - Bluetooth
40. 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.
41. 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.
42. Redirecting a Web link to a different address is a form of:
- Trojan horse.
 - Sniffing.
 - Snooping.
 - Spoofing.
43. The Internet poses specific security problems because:
- it was designed to be easily accessible.
 - everyone uses the Internet.
 - Internet standards are universal.
 - it changes so rapidly.
44. The most common type of electronic evidence is:
- voice-mail.
 - Spreadsheets.
 - instant messages.
 - e-mail.
45. A suite of integrated software modules for finance and accounting, human resources, manufacturing and production, and sales and marketing that allows data to be used by multiple functions and business processes best describes:
- process management software
 - ERP systems
 - groupware
 - application software
46. 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.
47. A distortion of information about the demand for a product as it passes from one entity to the next across the supply chain is called a(n) ____ effect.
- replenishment
 - bullwhip
 - ripple
 - exponential
48. Systems that enable a firm to generate demand forecasts for a product and to develop sourcing and manufacturing plans for that product best describes:
- supply chain demand systems.
 - supply chain delivery systems.
 - supply chain planning systems.
 - supply chain execution systems.
49. Customer relationship management systems typically provide software and online tools for sales, customer service, and _____.
- marketing
 - feasibility studies
 - advertising
 - public relations
50. Customer service modules in CRM systems would provide tools for:
- assigning and managing customer service requests.
 - sales quote generation.
 - identifying profitable and unprofitable customers.
 - managing sales prospect and contact information.