

大同大學 100 學年度研究所碩士在職班入學考試試題

考試科目: 資訊管理導論

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。

- In a grocery store, the clerk scans the UPC code on the item, which is read and transmitted to the computer. The actual scanner device is an example of which component?
A) Hardware
B) Software
C) Data
D) Procedures
- In order to gain a competitive advantage when using information systems, business people need to _____.
A) write emails
B) consider how IT and IS will solve problems
C) access Web pages
D) use only the latest technologies
- Which of the following is considered a strong password?
A) Sword123
B) 1Sword23
C) \$W0rd1371
D) Sw0rd
- Jill drives to work each day. It is 4 miles from her home to her office. Therefore, she drives 8 miles each day that she goes to her office. This is an example of _____.
A) data presented in a meaningful context
B) a difference that makes a difference
C) averaged data
D) knowledge derived from data
- Which of the following is NOT one of Porter's competitive strategies?
A) Focusing on differentiating product from that of competitors
B) Employing a cost strategy within a niche
C) Being a cost leader
D) Globalizing
- Business processes are determined by:
A) the structure of the industry
B) competitive strategy
C) value chains
D) Michael Porter's Five Forces
- _____ is the perceived difference between what is and what ought to be.
A) Cognition
B) A problem
C) Empathetic thinking
D) Egocentric thinking
- Which of the following is NOT a characteristic of good information?
A) Freely available
B) Accurately relayed
C) Produced in time
D) Contextually relevant
- Which of the following is NOT a primary activity in Porter's value chain?
A) Procurement
B) Operations
C) Sales
D) Customer service
- Which device listed below is an example of an output hardware device?
A) Keyboard
B) Video display
C) CPU
D) Magnetic disk
- A bit has a value of _____.
A) 0
B) 1
C) 0 or 1
D) 0 and 1
- A collection of servers called a _____ coordinates the activities of hundreds of users.
A) Web farm
B) collective
C) server station
D) server farm
- A collection of fields is called a _____.
A) record
B) column
C) file
D) table
- The name of the field, the data type, and number of characters allowed would be an example of:
A) character
B) metadata
C) key
D) byte
- _____ software assists in creating, maintaining, and manipulating databases.
A) Metadata
B) Keynote
C) DBMS
D) Database application system
- SQL stands for:
A) Standard Query Language
B) Standard Question Language
C) Simple Query Language
D) Structured Query Language
- A _____ connects computers at different geographic locations.
A) PSDN
B) LAN
C) VPN
D) WAN

<背面繼續>

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<接前頁>

18. _____ consist of computers at a single organizational site that are connected via Unshielded Twisted Pair (UTP) or optical fiber cables.
A) VPNs
B) WANs
C) LANs
D) POPs
19. A _____ must be used to convert an analog signal to a digital one, when trying to transmit data over a typical phone line.
A) tunnel
B) modem
C) switch
D) router
20. Most homes and small businesses use _____ because they receive more data than they transmit.
A) ADSL
B) ISDN
C) SDSL
D) PPP
21. HTTPS and SSL/TLS utilize which of the following?
A) private keys only
B) asymmetric encryption
C) a combination of public key/private key and asymmetric encryption
D) a combination of public key/private key and symmetric encryption
22. The first step in business process management is to:
A) create components
B) implement processes
C) create a model
D) assess results
23. Business processes that cross into multiple firms are considered _____ in scope.
A) cross-functional
B) interorganizational
C) functional
D) global
24. OMG is a _____.
A) software industry standards organization
B) business modeler software
C) BPMN
D) standard for business processes
25. Manual information systems have all of the following, EXCEPT:
A) hardware
B) data
C) procedures
D) people
26. Which of the following is NOT an example of a service?
A) Registering students in classes
B) Going to the office supply store for reams of paper
C) Preparing weekly payroll
D) Renting skis and boots to skiers
27. Companies that take possession of goods they sell are:
A) e-commerce companies
B) B2B companies
C) merchant companies
D) nonmerchant companies
28. A company that matches buyers and sellers based on price matched transactions is a(n) _____.
A) B2C
B) clearinghouse
C) auction
D) electronic exchange
29. _____ is the process by which organizations involve their users in the design and marketing of products.
A) Viral Marketing
B) UGC
C) Social networking
D) Crowdsourcing
30. Google and Amazon provide _____.
A) SAP
B) Web 2.0
C) SaaS
D) viral marketing
31. Which of the following is an economic factor that businesses must consider in deciding whether to enter e-commerce?
A) Disintermediation
B) Logistics expense
C) Web development
D) Price elasticity
32. The side effects of e-commerce include all of the following, EXCEPT:
A) increased sales
B) disintermediation
C) awareness of price elasticity
D) improved price information
33. _____ systems use statistical analysis to process data.
A) Data-mining
B) Expert
C) Reporting
D) KM
34. Which of the following is NOT an example of dirty data?
A) Missing values
B) Coarseness
C) Problematic data
D) Inconsistent data

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35. On a web site, a customer's clickstream data provides a record of _____ on the site.
A) ads viewed
B) hyperlinks clicked
C) everything done
D) queries made
36. A _____ is the application of statistical techniques to find patterns.
A) data mart
B) data warehouse
C) database
D) data mine
37. Which of the following are among the major challenges to systems development?
A) Changes in requirements
B) Difficulties with scheduling
C) Changing technology
D) All of the above
38. Which of the following is NOT a dimension of feasibility?
A) Cost
B) Schedule
C) Time
D) Technical
39. Adding more people to a system development project will make the project late because:
A) it is more difficult to schedule tasks
B) training new people slows down team members
C) it is more difficult to analyze the system requirements
D) it is more difficult to budget project costs
40. One common unsupervised data mining technique is:
A) cluster analysis
B) regression analysis
C) neural networking
D) market basket analysis
41. Information systems are never off-the-shelf because they involve:
A) people
B) data
C) programs
D) all of the above
42. Which of the following is NOT part of the systems definition phase?
A) Defining the system scope
B) Determining requirements
C) Forming project teams
D) Determining feasibility
43. A _____ designs and writes automated test scripts.
A) technical writer
B) programmer
C) PQA test engineer
D) network administrator
44. Organizations should protect sensitive data by storing it in _____ form.
A) digital
B) standardized
C) authenticated
D) encrypted
45. As a user, you have a right to:
A) secure systems
B) training
C) proper hardware for your job
D) all of the above
46. The CTO often heads the _____ group.
A) operations
B) development
C) technology
D) IT
47. The responsibility of aligning the IT department activities with the primary goals of the organization is on:
A) the CEO
B) IT department
C) the upper management
D) the entire organization
48. Which of the following is NOT one of the IT department's major responsibilities?
A) Provide all users with the software that they want
B) Plan for information systems and IT structure
C) Maintain information systems
D) Protect data
49. A _____ installs software and repairs the computer network.
A) computer technician
B) network administrator
C) user support representative
D) technical writer
50. The password _____ the user.
A) identifies
B) authenticates
C) approves
D) encrypts