

大同大學 99 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) procedures
D) data
- Microsoft Word is an example of the _____ component.
A) hardware
B) software
C) procedures
D) data
- Information systems are created:
A) for the sheer joy of it
B) for the purpose of allowing a company to be modern
C) to help businesses achieve their goals
D) to keep businesses from falling behind technologically
- MIS means:
A) managing information systems
B) memory information systems
C) memory informing systems
D) management information systems
- In order to have a system that meets their needs, the users need to _____ in the development of information systems.
A) take an active role
B) trust the IT staff completely to make the necessary decisions
C) depend upon managers
D) hope for good luck
- 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
- The _____ ratio of computers has fallen dramatically for years.
A) performance/power
B) time/performance
C) price/performance
D) price/power
- Which of the following is considered a strong password?
A) Sword123
B) 1Sword23
C) 1Sw0rd
D) \$W0rd12
- _____ transform resources and information of one type into another type.
A) Business processes
B) Business systems
C) Information
D) Activities
- When work that was formerly done by people has been moved to computers, it is said to be _____.
A) updated
B) automated
C) procedural
D) processed
- Which of the following is an example of a procedure?
A) Accounts payable
B) Inventory database
C) Issue payment authorization
D) Sales recording program
- An organization will respond to the _____ by choosing a competitive strategy.
A) customer bargaining power
B) threat of new entrants
C) substitution of vendors
D) structure of its industry
- _____ is the perceived difference between what is and what ought to be.
A) A problem
B) Egocentric thinking
C) Empathetic thinking
D) Cognition
- Which of the following is NOT a primary activity in Porter's value chain?
A) Operations
B) Procurement
C) Sales
D) Customer service
- Organizations can lock in customers by:
A) offering great customer service
B) creating new products
C) establishing high switching costs
D) creating barriers to entry
- Which of the following is an activity of information systems in terms of being a competitive factor?
A) Enhancing existing products
B) Differentiating service
C) Locks in customers
D) All of the above
- Which device listed below is NOT an example of an input hardware device?
A) Printer
B) Keyboard
C) Mouse
D) Microphone

<背面繼續>

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18. One _____ is equivalent to 1024 GB.
A) gigabyte
B) terabyte
C) megabyte
D) kilobyte
19. A collection of servers called a _____ coordinates the activities of hundreds of users.
A) Web farm
B) collective
C) server farm
D) server station
20. _____ software consists of programs that perform specific business functions like general ledger and accounting.
A) Client
B) Instruction set
C) Operating system
D) Application
21. Database developers use the _____ to create relationships in the database.
A) DBMS
B) metadata
C) rows
D) columns
22. 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
23. SQL stands for:
A) Standard Query Language
B) Standard Question Language
C) Structured Query Language
D) Simple Query Language
24. Which of the following is NOT an operation performed by DBMS applications?
A) Delete
B) Read
C) Modify
D) Cancel
25. _____ process logic that is specific to a given business need.
A) Application programs
B) DBMS
C) Forms
D) Reports
26. A _____ connects computers at different geographic locations.
A) LAN
B) WAN
C) VPN
D) PSDN
27. _____ 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
28. 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
29. A(n) _____ firewall examines each part of a message and determines whether to let that part pass through the network.
A) packet-filtering
B) ACL
C) perimeter
D) internal
30. VPN connections are called a _____.
A) PTP
B) tunnel
C) ACL
D) router
31. The first step in business process management is to:
A) create components
B) implement processes
C) create a model
D) assess results
32. OMG is a _____.
A) standard for business processes
B) business modeler software
C) BPMN
D) software industry standards organization
33. A set of languages used for describing the programmatic interface to a service is called _____.
A) WSDL
B) SOAP
C) XML
D) HTTPS
34. _____ is a systematic process for creating and altering business processes.
A) Modeling
B) BPM
C) As-is modeling
D) Cross-functional modeling

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35. Which of the following is a way to increase the performance of a business process?
A) Defrag
B) Increase memory
C) Structural change
D) Generate more business
36. When HP Computers began to sell directly to the public, some retailers resented the competition and dropped the HP lines from their stores. This is an example of _____.
A) price elasticity
B) price conflict
C) logistics expense
D) channel conflict
37. 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
38. 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
39. _____ is the process by which organizations involve their users in the design and marketing of products.
A) Viral Marketing
B) UGC
C) Crowd sourcing
D) Social networking
40. B2B refers to e-commerce sales between:
A) business and banks
B) business and customers
C) business and government
D) businesses
41. _____ systems are programs that read data from a variety of sources, process that data, and produce and deliver formatted reports to users.
A) Reporting
B) Data-mining
C) Expert
D) KM
42. A data warehouse also contains a special database that stores the _____, which records its source, history, format, and constraints.
A) dirty data
B) metadata
C) clickstream data
D) operational data
43. Sometimes, large organizations break out _____ from their data warehouses so they can be used for a specific functional area of the organization like marketing or finance.
A) database servers
B) data warehouses
C) data marts
D) data mines
44. One common unsupervised data mining technique is:
A) market basket analysis
B) regression analysis
C) neural networking
D) cluster analysis
45. Regression analysis is an example of _____.
A) supervised data mining
B) unsupervised data mining
C) neural networks
D) cluster analysis
46. 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
47. The _____ approach is the classical process used to develop information systems.
A) rapid application development (RAD)
B) object-oriented systems development (OOD)
C) systems development life cycle (SDLC)
D) extreme programming (XP)
48. Which of the following is not part of the systems definition phase?
A) Defining the system scope
B) Determining feasibility
C) Forming project teams
D) Determining requirements
49. Which of the following is the main activity of the maintenance phase of the SDLC?
A) Fix problems
B) Program interfaces
C) Add new components
D) Train users
50. The first step of the system definition stage of the SDLC is to:
A) assess feasibility
B) define the goals and scope of the new system
C) determine the schedule and budget for the project
D) identify team members