

# 大同大學 95 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 1/4 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.

- Which of the following is **not** a major capability of information systems?
  - provide high-speed, low-volume numerical computations
  - store huge amounts of information
  - allow fast access to information
  - enable communication and collaboration anywhere, anytime
  - facilitate the interpretation of data
- Which of the following is **not** a general business objective?
  - improved productivity
  - increased employee benefits
  - improved decision making
  - enhanced customer relationships
  - developing new strategic applications
- 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
- 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
- In the \_\_\_\_\_ business model, buyers and sellers negotiate online.
  - name-your-own-price
  - bidding using reverse auctions
  - affiliate marketing
  - group purchasing
  - e-marketplaces
- 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
- A collection of related files, tables, and so on that stores data and the associations among them is \_\_\_\_\_.
  - hardware
  - software
  - database
  - network
  - procedures
- A(n) \_\_\_\_\_ is a database designed to support decision support systems, executive support systems, and other analytical and end-user activities.
  - knowledge base
  - data warehouse
  - management information system
  - decision support system
  - intelligent system
- 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.
  - electronic storefront
  - electronic market
  - electronic exchange
  - electronic auction
  - home page
- \_\_\_\_\_ are designed to summarize data and prepare reports for the functional areas.
  - transaction processing systems
  - decision support systems
  - executive information systems
  - intelligent systems
  - management information systems
- It is very difficult to manage data for which of the following reasons?
  - amount of data stays about the same over time
  - data are scattered throughout organizations
  - decreasing amount of external data needs to be considered
  - data security is easily compromised
  - data are stored in different formats throughout organizations
- The data in transaction processing systems have which of the following characteristics?
  - organized mainly hierarchically
  - processed in distributed fashion
  - organized for end users
  - are nonroutine and do not recur often
  - are processed only in batch mode
- 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

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第2頁

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14. Web mining is **not** used in which of the following areas?
- information filtering
  - crime fighting on the Internet
  - online transaction processing
  - clickstream analysis
  - surveillance
15. 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
16. 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
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. \_\_\_\_\_ portals offer content for diverse communities and are intended for broad audiences.
- publishing
  - personal
  - affinity
  - corporate
  - commercial
19. A telephone conference call is an example of which type of communications?
- same-time/same-place
  - same-time/different-place
  - different-time/same-place
  - different-time/different place
  - none of the above
20. 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
21. Electronic business includes which of the following?
- buying and selling
  - servicing customers
  - collaborating with business partners
  - conducting electronic transactions within an organization
  - all of the above
22. In this type of e-commerce, the sellers are organizations and the buyers are individuals.
- collaborative commerce
  - consumer-to-consumer
  - consumer-to-business
  - business-to-consumer
  - none of the above
23. \_\_\_\_\_ is **not** an electronic commerce application?
- home banking
  - buying stocks
  - evaluating an employee
  - conducting an auction
  - all of the above
24. 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
25. 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
26. \_\_\_\_\_ is a satellite-based tracking system that enables the determination of a person's position.
- Bluetooth
  - wireless application protocol
  - short message service
  - wi-fi
  - global positioning system
27. \_\_\_\_\_ is a chip technology wireless standard that enables temporary, short-range connection between mobile devices.
- Bluetooth
  - wireless application protocol
  - short message service
  - wi-fi
  - global positioning system

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28. \_\_\_\_\_ allows for the sending or brief text messages on certain cell phones.
- Bluetooth
  - wireless application protocol
  - short message service
  - wi-fi
  - global positioning system
29. Which of the following is **not** a driver of mobile computing?
- widespread availability of mobile devices
  - increasing prices as functionalities increase
  - the cell phone culture
  - vendor marketing
  - no need for a personal computer
30. The generic term for technologies that use radio waves to automatically identify individual items is:
- telemetry
  - bar codes
  - shipping labels
  - radio-frequency identification
  - wireless access point
31. 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
32. \_\_\_\_\_ reports include only information that exceeds certain threshold standards.
- ad hoc
  - routine
  - drill-down
  - key-indicator
  - exception
33. Which of the following is **not** a characteristic of a transaction processing system?
- small amounts of data are processed
  - sources of data are mainly internal
  - low computation complexity
  - high level of accuracy, data integrity, and security
  - high level of detail
34. 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
35. 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
36. Which of the following is **not** a goal of supply chain management?
- reduce uncertainty along the supply chain
  - increase inventory levels
  - reduce cycle time
  - improve customer service
  - improve business processes
37. Problems along the supply chain include which of the following?
- poor customer service
  - high inventory costs
  - loss of revenues
  - increased cycle times
  - all of the above
38. The \_\_\_\_\_ is erratic shifts in orders up and down the supply chain.
- demand forecast effect
  - supply forecast effect
  - bullwhip effect
  - inventory effect
  - customer coordination effect
39. 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
40. \_\_\_\_\_ CRM applications include call centers, help desks, sales force automation, and field service automation.
- customer-facing
  - customer-touching
  - customer-centric intelligence
  - online networking
  - transactional
41. Which of the following **does not** affect designing a global IOS?
- cultures
  - chip technology
  - economies
  - localization
  - politics

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42. 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
43. If your company offers many different language and currency options, in addition to special content, this is an example of:
- legal environment
  - political environment
  - culture
  - localization
  - marketing environment
44. Information technology is useful in support global supply chains in which of the following ways?
- provides EDI and other communication infrastructure options
  - provides online expertise with fast-changing regulations
  - helps businesses find trading partners
  - helps solve language problems
  - all of the above
45. The FedEx extranet that allows customers to track the status of a package is an example of which type of extranet?
- a company and its dealers, customers, and/or suppliers
  - an industry's extranet
  - joint venture
  - B2B exchange
  - B2C exchange
46. In the \_\_\_\_\_ phase of the decision making process, managers examine a situation and identify and define the problem.
- implementation
  - choice
  - design
  - intelligence
  - consideration
47. 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
48. Which of the following is **not** a benefit of modeling in decision making?
- cost of virtual experimentation is lower than the cost of experimentation with a real system
  - models allow for time expansion
  - easier to manipulate the variables in a model than those in a real system
  - allows managers to better deal with uncertainty
  - allows for extensive "what-if" analyses
49. 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
50. 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