

大同大學 96 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頁/共5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 Questions:

1. The six important business objectives of information technology are new products, services, and business models; customer and supplier intimacy; survival; competitive advantage, operational excellence, and:
 - a. improved flexibility.
 - b. improved decision making.
 - c. improved business practices.
 - d. improved efficiency.
2. 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. survival.
 - d. competitive advantage.
3. Order data for baseball tickets and bar code data are examples of:
 - a. raw input.
 - b. raw output.
 - c. customer and product data.
 - d. sales information.
4. 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
5. The average number of tickets sold daily online is an example of:
 - a. input.
 - b. raw data.
 - c. meaningful information.
 - d. output.
6. Converting raw data into a more meaningful form is called:
 - a. capturing.
 - b. processing.
 - c. organizing.
 - d. feedback.
7. The field that deals with behavioral issues as well as technical issues surrounding the development, use, and impact of information systems used by managers and employees in the firm is called:
 - a. information systems literacy.
 - b. information systems architecture.
 - c. management information systems.
 - d. information technology infrastructure.
8. An intranet uses:
 - a. mainframe technology.
 - b. infrared telecommunications systems.
 - c. the telecommunications capacities of fiber optic networks.
 - d. Internet technology within the boundaries of the firm.
9. Which of the following is a cross-functional business process?
 - a. hiring an employee.
 - b. identifying a customer.
 - c. fulfilling a customer order.
 - d. creating an invoice.
10. 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.
11. The three principal levels of hierarchies within a business organization are:
 - a. management, knowledge workers, and service workers.
 - b. senior management, middle management, and operational management.
 - c. management, data workers, and operational management.
 - d. senior management, middle management, and service workers.
12. Promoting the organization 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.
13. 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.
14. A finance and accounting information system aids operational management with:
 - a. establishing long term investment goals.
 - b. profit planning.
 - c. accounts receivable.
 - d. budgeting.
15. TPSs are the basic business systems that serve which level of the organization?
 - a. senior management.
 - b. middle management.
 - c. operational.
 - d. knowledge management.
16. The term management information systems? designates a specific category of information systems serving:
 - a. integrated data processing throughout the firm.
 - b. transaction process reporting.
 - c. employees with online access to historical records.
 - d. middle management functions.
17. 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.
18. Which of the following industries has a low barrier to entry?
 - a. Automotive
 - b. Computer-chip
 - c. Restaurant
 - d. Airline
19. An information system can enable a company to focus on a market niche through:
 - a. Complex trend forecasting
 - b. Tailoring products to the client
 - c. Intensive product trend analysis
 - d. Intensive customer data analysis
20. 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.

<背面繼續>

大同大學 96 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2頁 / 共5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。

21. 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
22. To what competitive force did the printed encyclopedia industry succumb?
a. Positioning and rivalry among competitors
b. Low cost of entry
c. Substitute products or services
d. Customer bargaining power
23. Software that organizes, manages, and processes business data concerned with inventory, customers, and vendors is called:
a. system software.
b. application software.
c. data management software.
d. network software.
24. Which of the following types of computer are used for weather forecasting?
a. Mainframe
b. Server
c. Minicomputer
d. Supercomputer
25. In a multi-tiered network:
a. the work of the entire network is centralized.
b. the work of the entire network is balanced over several levels of servers.
c. processing is split between clients and servers
d. processing is handled by multiple, geographically remote clients
26. Which of the following is a device that collects data directly from the environment for input into a computer system?
a. Sensor
b. Touch screen
c. Audio input
d. Trackball
27. 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. SSN.
b. ASP.
c. LAN.
d. SAN.
28. What type of device gathers data and converts them into electronic form for use by the computer?
a. Output device
b. Input device
c. Optical storage
d. Magnetic storage
29. 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.
30. A characteristic or quality describing an entity is called a(n):
a. field.
b. tuple.
c. key field.
d. attribute.
31. In a table for customers, the information about a single customer would reside in a single:
a. field.
b. row.
c. column.
d. table.
32. A field identified in a table as holding the unique identifier of the table records is called the:
a. primary key.
b. key field.
c. primary field.
d. unique ID.
33. The logical view:
a. shows how data are organized and structured on the storage media.
b. presents an entry screen to the user.
c. allows the creation of supplementary reports.
d. presents data as they would be perceived by end users.
34. DBMS for midrange computers include all of the following EXCEPT:
a. DB2.
b. Oracle.
c. Microsoft SQL Server.
d. Microsoft Access.
35. 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.
36. 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:
a. data dictionary.
b. data definition diagram
c. entity-relationship diagram
d. relationship dictionary
37. 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. device that carries the telecommunication message in analog form for packet distribution.
c. technology that enables a single communications channel to carry data transmissions from multiple sources simultaneously.
d. special purpose computer dedicated to managing communications for the host computer in the network..
38. A network that covers a large geographic area is most commonly referred to as a(n):
a. Local area network.
b. Intranet.
c. Peer-to-peer.
d. Wide area network.
39. 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.
40. In the domain name "http://myspace blogging.com", what are the root, top-level, second-level, and third-level domains, respectively?
a. "http://", myspace, blogging, com
b. "http://", com, blogging, myspace
c. ".", com, blogging, myspace
d. ".", myspace, blogging, com
41. A network that links a business with its customers, suppliers, and other business partners is called:
a. Intranet.
b. Extranet.
c. Collaboration net.
d. Virtual private network.

大同大學 96 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3頁/共5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。

42. The most appropriate wireless networking standard for creating PANs is:
- I-mode
 - IEEE 802.11b
 - WiFi
 - Bluetooth
43. The Wi-Fi 802.11b standard can transmit up to:
- 54 Mbps in the unlicensed 5-GHz frequency range and has an effective distance of 10 to 30 meters.
 - Can transmit up to 11 Mbps in the unlicensed 2.4-GHz band and has an effective distance of 30 to 50 meters.
 - Can transmit up to 54 Mbps in the 2.4-GHz range.
 - Can transmit up to 722 Kbps in the 2.4-GHz range.
44. 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
 - Hotspots.
 - Hotpoints.
 - Wireless hubs.
45. The WiMax standard can transmit up to a distance of:
- 10 to 30 meters.
 - 30 to 50 meters.
 - 31 miles.
 - 100 miles.
46. Policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems refers to:
- Security
 - Controls
 - Benchmarks
 - Algorithms
47. Security challenges posed by the communications between layers in a client/server environment are:
- Line taps, denial of service attacks
 - Tapping, sniffing, message alteration
 - Computer viruses, line taps, loss of machine
 - Vandalism, theft and fraud, line taps
48. Security challenges specifically faced by network servers include:
- Copying of data, alteration of data, loss of machine
 - Theft and fraud
 - Computer viruses, line taps, hacking
 - Tapping, sniffing, message alteration
49. An independent computer program that copies itself from one computer to another over a network is called a:
- Worm.
 - Trojan horse.
 - Bug.
 - Pest.
50. Redirecting a Web link to a different address is a form of:
- Snooping.
 - Spoofing.
 - Sniffing.
 - Phishing.
51. ISO 17799:
- Requires financial institutions to ensure the security of customer data.
 - Specifies best practices in information systems security and control.
 - Imposes responsibility on companies and management to safeguard the accuracy of financial information.
 - Outlines medical security and privacy rules.
52. What is the key issue in information systems security and control?
- Appropriate use of security software
 - Intelligent management policies
 - Effective employee monitoring and authentication
 - Fault-tolerant computer systems
53. An analysis of the firm most critical systems and the impact a system outage would have on the business is included in a(n):
- security policy.
 - AUP.
 - risk assessment.
 - business impact analysis.
54. High-availability computing:
- Promises continuous availability.
 - Promises the elimination of recovery time.
 - Uses online transaction and backup systems.
 - Helps firms recover quickly from a crash.
55. Most antivirus software is effective against:
- only those viruses active on the Internet and through e-mail.
 - any virus.
 - any virus except those in wireless communications applications.
 - only those viruses already known when the software is written.
56. 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
57. 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.
58. The most successful solutions for consistently and effectively achieving a business objective are referred to as:
- enterprise solutions.
 - best practices.
 - operational excellence.
 - business processes.
59. In order to achieve maximum benefit from an enterprise software package, a business:
- Customizes the software to match all of its business processes
 - Uses only the processes in the software that match its own processes
 - Changes the way it works to match the software business processes
 - Selects only the software that best matches its existing business processes
60. A network of organizations and business processes for procuring raw materials, transforming these materials into intermediate and finished products, and distributing the finished products to customers is called a:
- distribution channel.
 - supply chain.
 - value chain.
 - marketing chain.
61. A company suppliers, supplier suppliers, and the processes for managing relationships with them is:
- the supplier internal supply chain.
 - the external supply chain.
 - the upstream portion of the supply chain.
 - the downstream portion of the supply chain.

大同大學 96 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

〈接前頁〉
所別：資訊經營研究所

第4頁 / 共5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。

62. Which of the following traditional solutions enables manufacturers to deal with uncertainties in the supply chain?
- Safety stock
 - Overstocking
 - Just-in-time strategies
 - Demand planning
63. A scheduling system for minimizing inventory by having components arrive exactly at the moment they are needed and finished goods shipped as soon as they leave the assembly line best describes:
- just-in-time.
 - stockless inventory.
 - ASAP inventory.
 - replenishment-only inventory.
64. 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:
- bullwhip effect.
 - ripple effect.
 - replenishment effect.
 - exponential effect.
65. This supply chain planning function determines how much product is needed to satisfy all customer demands
- Distribution management
 - Replenishment planning
 - Demand planning
 - Order planning
66. 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 delivery systems.
 - supply chain planning systems.
 - supply chain execution systems.
67. 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.
68. Companies with effective supply chain management systems can expect:
- improved customer service and responsiveness.
 - cost reduction.
 - reduced inventory levels.
 - All of the above
69. The marketing of elevated-value products or services to new or existing customers is referred to as:
- cross-selling.
 - up-selling.
 - discount selling.
 - bundling.
70. Customer relationship management applications dealing with the analysis of customer data to provide information for improving business performance best describes:
- operational customer relationship management applications.
 - analytical customer relationship management applications.
 - supply chain management applications.
 - generic customer relationship management applications.
71. The quality of ubiquity, as it relates to e-commerce, is illustrated by:
- the same set of standards being used across the globe.
 - plentiful, cheap information.
 - the enabling of commerce worldwide.
 - the availability of Internet technology everywhere and anytime.
72. Selling the same goods to different targeted groups at different prices is called:
- price customization.
 - price opacity.
 - price gouging.
 - price discrimination
73. Reducing the business process layers in a distribution channel is called:
- disintermediation.
 - BPR.
 - market segmentation.
 - network effects.
74. Which of the following Internet business models does Amazon.com use?
- Information broker
 - Transaction broker
 - Online service provider
 - Virtual storefront
75. Internet content providers:
- generate revenue from advertising or from directing buyers to sellers.
 - save users money and time by processing online sales dealings.
 - provide a digital environment where buyers and sellers can establish prices for products.
 - create revenue by providing digital content over the Web.
76. Online marketplaces:
- save users money and time by processing online sales dealings.
 - provide a digital environment where buyers and sellers can establish prices for products.
 - create revenue by providing digital content over the Web.
 - sell physical products directly to consumers or individual businesses.
77. Pure-play businesses:
- are an example of business-to-business electronic commerce.
 - do not sell a physical product.
 - are extensions of traditional bricks-and-mortar businesses.
 - did not have an earlier existing bricks-and-mortar business before they went to the Internet
78. Tools that record customer activities at Web sites and store them in a log for further analysis are called:
- clickstream tracking tools.
 - customer tracking tools.
 - collaborative filtering tools.
 - filtering tools.
79. 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.
80. Net marketplaces:
- focus on continuous business process coordination between companies for supply chain management.
 - operate as independent intermediaries between buyers and sellers.
 - are geared towards short-term spot purchasing.
 - are more relationship oriented and less transaction oriented than private industrial networks.
81. Which type of applications takes special advantage of the unique capabilities of mobile technology?
- Text-based messaging
 - Personalized services
 - Location-based applications
 - Interactive, video-rich applications

大同大學 96 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5頁/共5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。

82. Instead of focusing on how to bring a customer to a Web site, wireless marketing strategies focus on:
- Bringing the message directly to the customer at the point of need
 - Content-rich messaging
 - Delivering personalized messages
 - Pushing Web sites to customers
83. These types of decisions are most common at higher levels of management:
- semistructured decisions.
 - unstructured decisions.
 - structured decisions.
 - undocumented decisions.
84. Calculating gross pay for hourly workers falls into which category of decision-making?
- Structured
 - Documented
 - Unstructured
 - Semistructured
85. Which phase of decision making finds or recognizes a problem?
- Design
 - Intelligence
 - Choice
 - Implementation
86. What type of model asks what-if questions repeatedly to determine the impact on outcomes of changes in one or more factors?
- Optimization model.
 - Sensitivity analysis model.
 - Goal seeking model.
 - Forecasting model.
87. Virtually all expert systems deal with problems of:
- associative data.
 - classification.
 - logic and control.
 - unstructured decision-making.
88. Expertise and experience of organizational members that has not been formally documented best describes:
- wisdom.
 - information.
 - data.
 - tacit knowledge.
89. Which of the following would NOT be classified as a knowledge work system?
- Computer-aided design
 - 3D Visualization
 - Investment workstations
 - Case-based reasoning
90. Systems design:
- describes what a system should do to meet information requirements.
 - shows how the new system will fulfill the information requirements.
 - always tries to increase precision.
 - includes the testing phases.
91. What are the two major types of knowledge management systems?
- Management information systems and decision support systems
 - Enterprise systems and knowledge management systems
 - Expert systems and knowledge work systems.
 - Enterprise-wide knowledge management systems and knowledge work systems
92. Investment workstations:
- provide engineers, designers, and factory managers with precise control over industrial design and manufacturing.
 - provide an important source of expertise for organizations.
 - allow groups to work together on documents.
 - are high-end PCs used in the financial sector to analyze trading situations instantaneously and facilitate portfolio management.
93. Virtual reality systems:
- provide engineers, designers, and factory managers with precise control over industrial design and manufacturing.
 - provide an important source of expertise for organizations.
 - allow groups to work together on documents.
 - provide drug designers, architects, engineers, and medical workers with precise, photorealistic simulations of objects.
94. Which of the following is NOT part of the implementation process?
- Preparing documentation
 - Acquiring hardware
 - Systems analysis
 - Creating detailed design specifications
95. The entire system-building effort is driven by:
- organizational change.
 - feasibility studies.
 - data.
 - user information requirements.
96. Unit testing:
- includes all the preparations for the series of tests to be performed on the system.
 - tests the functioning of the system as a whole in order to determine if discrete modules will function together as planned.
 - tests each program separately.
 - provides the final certification that the system is ready to be used in a production setting.
97. 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.
 - tests each program separately.
 - provides the final certification that the system is ready to be used in a production setting.
98. The worth of systems from a financial perspective essentially revolves around the question of:
- systems ownership.
 - information requirements.
 - multiyear financial models.
 - return on invested capital.
99. _____ are tangible benefits of information systems.
- Improved asset utilization, increased organizational learning, and improved operations
 - Reduced workforce, lower outside vendor costs, and increased productivity
 - Increased productivity, reduced workforce, and increased job satisfaction
 - Lower operational costs, improved resource control, and more information
100. Which process is used to develop risk profiles for a firm information system projects and assets?
- Information systems plan
 - Scoring model
 - Portfolio analysis
 - Feasibility study