

大同大學 97 學年度研究所碩士在職班入學考試試題

考試科目：管理資訊系統

所別：資訊經營研究所

第1頁/共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。

I. Multiple Choice Questions: There are 50 questions. Each question has 4 choices. Choose the most appropriate (**only one**) choice as the answer of the question. (100%)

1. An **intranet** uses:
 - a. Internet technology within the boundaries of the firm.
 - b. infrared telecommunications systems.
 - c. the telecommunications capacities of fiber optic networks.
 - d. mainframe technology.
2. **Converting** raw data into a more meaningful form is called:
 - a. capturing.
 - b. processing.
 - c. organizing.
 - d. feedback.
3. 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
4. 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. competitive advantage.
 - d. survival.
5. **TPS**s are the basic business systems that serve which level of the organization?
 - a. operational.
 - b. middle management.
 - c. knowledge management.
 - d. senior management.
6. A finance and accounting information system aids **operational management** with:
 - a. establishing long term investment goals.
 - b. accounts receivable.
 - c. profit planning.
 - d. budgeting.
7. **Promoting** the organization's products or services is a responsibility of the:
 - a. finance and accounting function.
 - b. human resources function.
 - c. sales and marketing function.
 - d. manufacturing and production function.
8. 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.
9. Software that **organizes, manages, and processes** business data concerned with inventory, customers, and vendors is called:
 - a. application software.
 - b. system software.
 - c. data management software.
 - d. network software.
10. 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
11. **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.
12. Which of the following industries has a **low barrier to entry**?
 - a. Automotive
 - b. Computer-chip
 - c. Airline
 - d. Restaurant
13. In a table for customers, the information about a **single customer** would reside in a single:
 - a. row.
 - b. column.
 - c. field.
 - d. table.
14. 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.
15. 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. ASP.
 - b. LAN.
 - c. SAN.
 - d. SSN.
16. Which of the following is a device that **collects data directly from the environment** for input into a computer system?
 - a. Trackball
 - b. Touch screen
 - c. Audio input
 - d. Sensor
17. **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.

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18. **Multiplexing** can be defined as a:
- specialized computer to supervise communication traffic between the CPU and the peripheral device in the telecommunications system.
 - technology that enables a single communications channel to carry data transmissions from multiple sources simultaneously.
 - device that carries the telecommunication message in analog form for packet distribution.
 - special purpose computer dedicated to managing communications for the host computer in the network.
19. In a **relational database**, the **three basic operations** used to develop useful sets of data are:
- select, project, and where.
 - select, join, and where.
 - select, project, and join.
 - select, from, and join.
20. **DBMS for midrange computers** include all of the following EXCEPT:
- DB2.
 - Oracle.
 - Microsoft SQL Server.
 - Microsoft Access.
21. An independent computer program that **copies itself from one computer to another over a network** is called a:
- Worm.
 - Trojan horse.
 - Bug.
 - Pest.
22. Policies, procedures, and technical measures used to **prevent unauthorized** access, alteration, theft, or physical damage to information systems refers to:
- Controls
 - Security
 - Benchmarks
 - Algorithms
23. 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.
24. The most appropriate **wireless networking standard** for creating PANs (personal area networks) is:
- I-mode
 - IEEE 802.11b
 - WiFi
 - Bluetooth
25. 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.
26. **Most antivirus software** is effective against:
- only those viruses active on the Internet and through e-mail.
 - only those viruses already known when the software is written.
 - any virus except those in wireless communications applications.
 - any virus.
27. **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.
28. **Redirecting a Web link** to a different address is a form of:
- Trojan horse.
 - Sniffing.
 - Snooping.
 - Spoofing.
29. 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
30. **The most successful solutions** for consistently and effectively achieving a business objective are referred to as:
- enterprise solutions.
 - operational excellence.
 - best practices.
 - business processes.
31. In order to **achieve maximum benefit** from an enterprise software package, a business:
- Customizes the software to match all of its business processes.
 - Changes the way it works to match the software's business processes.
 - Uses only the processes in the software that match its own processes.
 - Selects only the software that best matches its existing business processes.
32. A company's **suppliers**, supplier's suppliers, and the processes for managing relationships with them is:
- the upstream portion of the supply chain.
 - the external supply chain.
 - the supplier's internal supply chain.
 - the downstream portion of the supply chain.
33. Which of the following **traditional solutions** enables manufacturers to deal with **uncertainties in the supply chain**?
- Demand planning
 - Overstocking
 - Just-in-time strategies
 - Safety stock
34. This **supply chain planning function** determines how much product is needed to satisfy all customer demands.
- Distribution management
 - Replenishment planning
 - Demand planning
 - Order planning

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35. 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 execution systems.
 - supply chain planning systems.
 - supply chain delivery systems.
36. 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.
37. **The marketing of elevated-value products or services to existing customers** is referred to as:
- cross-selling.
 - bundling.
 - discount selling.
 - up-selling.
38. **Selling the same goods to different targeted groups at different prices** is called:
- price customization.
 - price opacity.
 - price discrimination.
 - price gouging.
39. **Reducing the business process layers in a distribution channel** is called:
- BPR.
 - disintermediation.
 - market segmentation.
 - network effects.
40. Which of the following **Internet business models** does **Amazon.com** use?
- Virtual storefront
 - Transaction broker
 - Online service provider
 - Information broker
41. Which phase of decision making **finds or recognizes a problem**?
- Implementation
 - Choice
 - Design
 - Intelligence
42. **Online marketplaces**:
- save users money and time by processing online sales dealings.
 - create revenue by providing digital content over the Web.
 - provide a digital environment where buyers and sellers can establish prices for products.
 - sell physical products directly to consumers or individual businesses.
43. Tools that **record customer activities at Web sites** and store them in a log for further analysis are called:
- customer tracking tools.
 - clickstream tracking tools.
 - collaborative filtering tools.
 - filtering tools.
44. 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.
45. Which type of applications takes special advantage of the **unique capabilities of mobile technology**?
- Text-based messaging
 - Personalized services
 - Interactive, video-rich applications
 - Location-based applications
46. **Instead of focusing on how to bring a customer to a Web site, wireless marketing strategies focus on:**
- Delivering personalized messages
 - Content-rich messaging
 - Bringing the message directly to the customer at the point of need
 - Pushing Web sites to customers
47. **Calculating gross pay** for hourly workers falls into which **category of decision-making**?
- Documented
 - Structured
 - Unstructured
 - Semistructured
48. What are the **two major types of knowledge management systems**?
- Enterprise-wide knowledge management systems and knowledge work systems
 - Enterprise systems and knowledge management systems
 - Expert systems and knowledge work systems.
 - Management information systems and decision support systems
49. The entire **system-building effort** is driven by:
- organizational change.
 - feasibility studies.
 - data.
 - user information requirements.
50. **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.
 - provides the final certification that the system is ready to be used in a production setting.
 - tests each program separately.