

大同大學 100 學年度轉學入學考試試題

考試科目：資訊管理導論

系別：資訊經營學系

第1/2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。

一、選擇題：共 30 題，每題有 4 個選項，選取其中最適當的一個填入答案卷內。(60%)

- 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
- 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
- _____ 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 collection of related data fields is called a _____.
A) record
B) column
C) file
D) table
- _____ 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
- 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
- Most homes and small businesses use _____ because they receive more data than they transmit.
A) ADSL
B) ISDN
C) SDSL
D) PPP
- 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
- Business processes that cross into multiple firms are considered _____ in scope.
A) cross-functional
B) interorganizational
C) functional
D) global
- OMG is a _____.
A) software industry standards organization
B) business modeler software
C) BPMN
D) standard for business processes

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18. Manual information systems have all of the following, EXCEPT:
A) hardware
B) data
C) procedures
D) people
19. Google and Amazon provide _____.
A) SAP
B) Web 2.0
C) SaaS
D) viral marketing
20. _____ systems use statistical analysis to process data.
A) Data-mining
B) Expert
C) Reporting
D) KM
21. Which of the following is NOT an example of dirty data?
A) Missing values
B) Coarseness
C) Problematic data
D) Inconsistent data
22. A _____ is the application of statistical techniques to find patterns.
A) data mart
B) data warehouse
C) database
D) data mining
23. 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
24. Information systems are never off-the-shelf because they involve:
A) people
B) data
C) programs
D) all of the above
25. Organizations should protect sensitive data by storing it in _____ form.
A) digital
B) standardized
C) authenticated
D) encrypted
26. The CTO often heads the _____ group.
A) operations
B) development
C) technology
D) IT
27. 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
28. 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
29. A _____ installs software and repairs the computer network.
A) computer technician
B) network administrator
C) user support representative
D) technical writer
30. The password _____ the user.
A) identifies
B) authenticates
C) approves
D) encrypts

二、問答題：(40%)

1. Explain what the five components of an information system are and give an example of each.
2. What is the difference between manual and computer-based information systems?
3. What is a DBMS? What are the advantages and disadvantages of using a DBMS?
4. What is the difference between off-the-shelf and custom software?
5. What is the purpose of business intelligence?