

大同大學 九十 學年度 轉學考試 試題

考試科目：資訊管理導論 系別：資訊經營學系 級別：三年級 第 / 頁，共 4 頁

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1. The transformation of the business enterprise has resulted in the new manager relying on each of the following **except**:
 - a. informal commitments and networks to establish goals.
 - b. a flexible arrangement of teams and individuals working in task forces.
 - c. a customer orientation to achieve coordination among employees.
 - d. appeals to professionalism and knowledge to ensure proper operation of the firm.
 - e. a structured arrangement of specialists that typically rely on a fixed set of standard operating procedures.
2. This approach to information systems emphasizes mathematically based models to study information systems.
 - a. behavioral approach
 - b. management approach
 - c. social approach
 - d. technical approach
 - e. physical approach
3. A Web site or other service offering a broad array of resources or services such as e-mail, on-line shopping, discussion forums and tools for locating information best describes a:
 - a. portal.
 - b. protocol.
 - c. docking station.
 - d. Internet service provider.
 - e. search engine.
4. The particular form that information technology takes in a specific organization to achieve goals or functions best defines:
 - a. network architecture.
 - b. an intranet.
 - c. network configuration.
 - d. information architecture.
 - e. network topology.
5. Information systems that support the monitoring, controlling, decision-making, and administrative activities of middle managers are:
 - a. knowledge-level systems.
 - b. strategic-level systems.
 - c. management-level systems.
 - d. operational-level systems.
 - e. week-level systems.
6. According to the competitive forces model, each of the following is a threat **except**:
 - a. the threat of new entrants.
 - b. the pressure from substitute products or services.
 - c. the bargaining power of customers.
 - d. the positioning of traditional industry competitors.
 - e. the company's move to a new technology infrastructure.
7. Which of the following is a model that highlights the primary or support activities that add a margin of value to a firm's products or services where information systems can best be applied to achieve a competitive advantage?
 - a. strategic development model
 - b. competitive forces model
 - c. value chain model
 - d. information infrastructure model
 - e. datamining model
8. Each of the following is a basic competitive strategy **except**:
 - a. new market entrants.
 - b. product differentiation.
 - c. focus differentiation.
 - d. developing tight linkages to customers and suppliers.
 - e. becoming a low cost producer.
9. Mediating factors between an organization and information technology include each of the following **except**:
 - a. politics.
 - b. business processes.
 - c. chance.
 - d. time.
 - e. culture.
10. Which of the following refers to specialists who translate business problems and requirements into information requirements and systems, acting as liaisons between the information systems department and the rest of the organization?
 - a. information systems manager
 - b. systems analyst
 - c. programmer
 - d. network manager
 - e. chief information officer
11. As firms grow in size and scope, this type of cost rises, because owners must expend more and more effort supervising and managing employees.
 - a. agency costs
 - b. transaction costs
 - c. development costs
 - d. production costs
 - e. advertising costs
12. The type of decision making concerned with evaluating new ideas for products and services, ways to communicate new knowledge, and ways to distribute information throughout the organization is:
 - a. strategic decision making.
 - b. operational control.
 - c. knowledge-level decision making.
 - d. management control.
 - e. transaction-level decision making.

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13. The type of bus that transmits signals specifying whether to read or write data to or from a given primary storage address, input device, or control device is:
a. an address bus. b. a control bus. c. an information bus. d. a supervisory bus. e. the primary bus.
14. CD-ROM storage is appropriate for each of the following **except**:
a. an encyclopedia. b. a telephone directory. c. U.S. census data. d. a customer database.
e. a Dow Jones financial database.
15. Computing on the Internet uses the:
a. distributed processing model. b. centralized processing model. c. client/server computing model.
d. decentralized processing model. e. partitioned processing model.
16. Each of the following is a true statement **except**:
a. batch processing is still used today in older systems or in some systems with massive volumes of transactions.
b. batch systems often use tape as a storage medium.
c. on-line systems use disk storage.
d. on-line systems use a transaction file to update the master file.
e. in on-line processing, the user enters transactions into a device that is directly connected to the computer system.
17. Handling programs more efficiently by dividing the programs into small fixed- or variable-length portions with only a small portion stored in primary memory at one time best describes:
a. read only memory. b. multithreading. c. the stored program concept. d. virtual storage. e. a utility program
18. An operating system feature for executing two or more instructions simultaneously in a single computer system by using multiple central processing units describes:
a. paging. b. multiprogramming. c. time sharing. d. multitasking. e. multiprocessing.
19. Software that provides functions and services that support the collaborative activities of work groups defines:
a. object-oriented programming. b. electronic mail. c. communications software. d. groupware.
e. presentation software.
20. Software that allows two different applications to exchange data best defines:
a. firmware. b. middleware. c. hardware. d. operating system. e. XML.
21. The situation that occurs when different divisions, functional areas, and groups in an organization independently collect the same piece of information best describes:
a. program-data independence. b. data redundancy. c. lack of flexibility. d. poor security.
e. lack of data sharing and availability.
22. In a relational database, the operation that creates a subset of data consisting of columns in a table, permitting the user to create new tables that contain only the information required is the:
a. join operation. b. project operation. c. section operation. d. select operation. e. slice operation.
23. The logical database model that presents data to users in a treelike structure is the:
a. object-oriented database model. b. network database model. c. relational database model.
d. multidimensional database model. e. hierarchical database model.
24. An abstract model of the database from a business perspective best defines:
a. physical design. b. object design. c. organizational view. d. conceptual design. e. subschema design.
25. The process of creating small, stable data structures from complex groups of data when designing a relational database defines:
a. data decomposition. b. data structuring. c. data transcribing. d. normalization. e. data binding.

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26. The part of a network that handles the major traffic and provides the primary path for traffic flowing to or from other networks is called the:
- a. information bus. b. gateway. c. frontside bus. d. primary data path. e. backbone.
27. A standard currently under development that will allow high-speed communication among wireless phones, pagers, computers, and other handheld devices within any 10 meter area so that these devices can operate with each other is called:
- a. Bluetooth. b. TCP/IP. c. Chicago. d. Connect-1. e. Tracker.
28. A change in signal from positive to negative or vice versa that is used as a measure of transmission speed defines:
- a. baud. b. bit rate. c. frequency. d. phase. e. byte count.
29. A communications processor that connects dissimilar networks by providing the translation from one set of protocols to another defines:
- a. bridge. b. router. c. compiler. d. gateway. e. modem.
30. Private, multipath, data-only, third-party-managed networks that are used by multiple organizations on a subscription basis describes:
- a. dedicated networks. b. metropolitan area networks. c. value-added networks. d. public branch exchanges. e. intranets.
31. The TCP/IP layer responsible for handling addressing issues, as well as the interface between the initiating computer and the network, is the:
- a. physical net layer. b. Internet protocol layer. c. transmission control protocol layer. d. network interface layer. e. application layer.
32. The largest cost component for both large and small client/server systems is:
- a. downtime. b. support. c. operations staff. d. applications development staff. e. software.
33. The communications standard used to transfer pages on the Web is:
- a. the hypertext markup language. b. the hypertext transport protocol. c. the file transfer protocol. d. Telnet. e. ASCII.
34. The Internet Business Model that provides an electronic clearinghouse for products where price and availability are constantly changing is the:
- a. virtual storefront. b. marketplace concentrator. c. content provider. d. on-line service provider. e. auction.
35. The organizational benefits of intranets include each of the following **except**:
- a. connectivity. b. scalability. c. low start-up costs. d. reduced information-distribution costs. e. availability of information to customers, suppliers, and business partners.
36. True statements about CSF analysis include each of the following **except**:
- a. the principal method used in CSF analysis is personal interviews.
- b. only top managers are interviewed.
- c. this method produces systems that are more custom-tailored to an organization.
- d. it produces an enormous amount of data that is expensive to collect and difficult to analyze.
- e. a unique strength of the CSF method is that it takes into account the changing environment with which organizations and managers must deal.
37. The IT-enabled change that has the highest risk and the highest return is:
- a. automation. b. reengineering. c. paradigm shift. d. rationalization. e. disintermediation.

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38. During the systems analysis process, determining whether the solution is achievable, given the organization's resources and constraints is achieved through:
- a. requirements analysis. b. a feasibility study. c. a conceptual analysis. d. logical design. e. testing.
39. PERT and Gantt charts are examples of:
- a. external integration tools. b. internal integration tools. c. formal planning and control tools.
d. data flow diagramming tools. e. structure charts.
40. The amount of money an investment is worth, taking into account its cost, earnings, and the time value of money describes:
- a. net present value. b. future value. c. return on investment. d. payback period. e. cost-benefit ratio.
41. The primary tool of structured analysis is:
- a. structured English. b. a decision tree. c. an entity relationship diagram. d. a structure chart.
e. a data flow diagram.
42. A structure chart would most likely be prepared during the:
- a. implementation stage of the systems lifecycle. b. design stage of the systems lifecycle.
c. programming stage of the systems lifecycle. d. project definition stage of the systems lifecycle.
e. systems study stage of the systems lifecycle.
43. Each of the following is especially useful for knowledge management **except**:
- a. office systems. b. transaction processing systems. c. knowledge work systems. d. group collaboration systems.
e. artificial intelligence applications.
44. Reducing problems caused by paper work flow can be accomplished by:
- a. word processing systems. b. desktop publishing systems. c. document imaging systems.
d. spreadsheets. e. database management systems.
45. In an expert system, a strategy for searching the rule base that acts like a problem solver by beginning with a hypothesis and seeking out more information until the hypothesis is either proved or disproved best describes:
- a. forward chaining. b. decision chaining. c. backward chaining. d. hypothesis chaining. e. results chaining
46. The type of decision support system(DSS) that is primarily a stand-alone system and uses some type of model to perform "what-if" and other kinds of analyses describes a(n):
- a. model-driven DSS. b. expert system. c. data-driven DSS. d. executive DSS e. group DSS.
47. Types of information that can be obtained from datamining include each of the following **except**:
- a. associations. b. sequences. c. classification. d. forecasts. e. priorities.
48. The type of information gathered when datamining is used to discover different groupings within data when no groups have yet been defined is:
- a. association. b. sequences. c. classification. d. clustering. e. forecasting.
49. A type of control applied from the user functional area of a particular system and from programmed procedures describes a(n):
- a. general control. b. application control. c. specific control. d. software metric. e. implementation control.
50. Moral dimensions of the Information Age include:
- a. information rights and obligations. b. property rights. c. accountability and control. d. quality of life.
e. all of the above.