

大同大學 九十四 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 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。

一、選擇題 (40%)

- 1) An organization where nearly all significant business processes and relationships with customers, suppliers, and employees are digitally enabled and key corporate assets are managed through digital means best defines:
 - A) computer-based information system.
 - B) enterprise system.
 - C) digital firm.
 - D) formal system.
 - E) knowledge-based firm.

- 2) The use of the Internet and related technologies to digitally enable government and public sector agencies' relationships with citizens, businesses, and other arms of the government best defines:
 - A) extranet.
 - B) e-government.
 - C) digital government.
 - D) digital surveillance.
 - E) digital market.

- 3) The Information Architecture and Infrastructure Challenge asks:
 - A) What complementary assets are needed to use information technology effectively?
 - B) How can organizations develop an information architecture and information technology infrastructure that can support their goals when business conditions and technologies are changing so rapidly?
 - C) How can firms understand the business and system requirements of a global economic environment?
 - D) How can organizations obtain business value from their information systems?
 - E) How can organizations ensure that their information systems are used in an ethically and socially responsible manner?

- 4) A third-party Net marketplace that is primarily transaction oriented and that connects many buyers and suppliers for spot purchasing best describes:
 - A) content provider.
 - B) online distributor.
 - C) exchange.
 - D) online marketplace.
 - E) syndicator.

- 5) Many new Internet business models:
 - A) require legal and legislative amplification.
 - B) fit well into the traditional business environment.
 - C) have yet to prove enduring sources of profit.
 - D) fail because of lack of technology ability and understanding.
 - E) go against traditional business methods.

- 6) The new and more efficient global marketplace has:
 - A) made cultural differences obsolete.
 - B) reduced the normal social buffers that permitted businesses many years to adjust to competition.
 - C) destroyed political boundaries.
 - D) reduced the time most people have to spend at home with their families.
 - E) All of the above

- 7) The strength of patent protection is that it:
 - A) allows protection from Internet theft of ideas put forth publicly.
 - B) allows free transmission of information.
 - C) grants a monopoly on the underlying concepts and ideas.
 - D) puts the strength of law behind copyright.
 - E) is easy to define.

<背面繼續>

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- 8) Information systems at the organization's strategic level designed to address unstructured decision making through advanced graphics and communications best describes:
- A) artificial intelligence systems.
 - B) management information systems.
 - C) decision-support systems.
 - D) executive support systems.
 - E) transaction processing systems.
- 9) At the management level, manufacturing and production systems:
- A) analyze and monitor manufacturing and production costs and resources.
 - B) deal with the status of production tasks.
 - C) deal with the data about each item in inventory.
 - D) Both A and C
 - E) All of the above
- 10) The Strategic Business Challenge asks:
- A) What complementary assets are needed to use information technology effectively?
 - B) How can firms understand the business and system requirements of a global economic environment?
 - C) How can organizations ensure that their information systems are used in an ethically and socially responsible manner?
 - D) How can organizations develop an information architecture and information technology infrastructure that can support their goals when business conditions and technologies are changing so rapidly?
 - E) How can organizations obtain business value from their information systems?
- 11) Systems that help the firm identify customers for the firm's products or services, develop products and services to meet customers' needs, promote these products and services, sell the products and services, and provide ongoing customer support best describe:
- A) economic systems.
 - B) sales and marketing information systems.
 - C) finance and accounting information systems.
 - D) manufacturing and production information systems.
 - E) human resources information systems.
- 12) Which of the following types of users are characteristic of an ESS?
- A) Operations personnel; supervisors
 - B) Professionals; staff managers
 - C) Middle managers
 - D) Customers
 - E) Senior managers
- 13) A good sociotechnical design is expected to produce an information system that blends technical efficiency with a sensitivity to organizational standards, leading to:
- A) lower transaction costs.
 - B) greater productivity.
 - C) better procedures and more effective reporting.
 - D) cooptation.
 - E) high job satisfaction.
- 14) Many organizations have inefficient information systems because of:
- A) poorly-paid personnel.
 - B) poor file management.
 - C) management interference in MIS.
 - D) outdated computers and bad information.
 - E) lack of cooperation between staff and line departments.

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- 15) An organizational department responsible for handling customer service issues by telephone and other channels best describes:
- A) corporate service center.
 - B) call center.
 - C) customer training center.
 - D) customer complaint desk.
 - E) customer support center.
- 16) When a group interacts using a GDSS, organizational memory uses the following tools:
- A) enterprise analyzer, graphical browser, group dictionary.
 - B) vote selection, alternative evaluation questionnaire, group matrix.
 - C) idea organizer, issue analyzer, group writer.
 - D) brainstorming, topic commenter, group outliner.
 - E) policy formation, stakeholder identification.
- 17) The three principal concepts for analyzing strategy at the industry level are:
- A) Miller's theory of adjusted dataflow, Porter's competitive forces model, and network analysis.
 - B) supply chain theory, customer response theory, and network economics.
 - C) managerial, operational, and marketing.
 - D) network analysis, competition analysis, and customer response analysis.
 - E) information partnerships, the competitive forces model, and network economics.
- 18) The radical redesign of business processes, combining steps to cut waste and eliminating repetitive paper-intensive tasks in order to improve cost, quality, and service, and to maximize the benefits of information technology best describes:
- A) process alignment.
 - B) business process reengineering.
 - C) paradigm shift.
 - D) automation.
 - E) rationalization of procedures.
- 19) Management should control the development of end-user applications by:
- A) developing a formal development methodology.
 - B) establishing standards for user-developed applications.
 - C) requiring cost justification for end-user IS projects.
 - D) Both B and C
 - E) None of the above
- 20) A system that enables users to make micropayments and purchases on the Web by accumulating a debit balance on their credit card or telephone bill best describes:
- A) accumulated deferral system.
 - B) peer-to-peer payment system.
 - C) digital cash.
 - D) accumulated balance digital payment system.
 - E) smart card.

二、簡答題(60%)

- 1) List and describe the three categories of electronic commerce as defined by the participants in the transactions. Give an example of each one.
- 2) Why information ethics is very important for MIS? How can organizations develop corporate policies for ethical conduct?
- 3) What is supply chain management (SCM)? How does SCM system provide value for businesses? What dose SCM can do for the new operation model of global logistic and/or economic globalization?
- 4) What is customer relationship management (CRM)? How does CRM provide value for businesses? What does CRM do for the innovative business model?
- 5) What are the major types of information system in a business? What are enterprise applications? What benefits do they provide?