

# 國立中央大學98學年度碩士班考試入學試題卷

所別：資訊管理學系碩士班 甲組 科目：管理資訊系統 共 2 頁 第 1 頁

乙組

\*請在試卷答案卷(卡)內作答

## Instructions: (Before you start, read all the instructions carefully.)

- 答案必須沿著答案卷的橫格線由左到右橫式書寫。所有答案的題號務必標示清楚。
- 本試題共分四部分，分別是選擇題(20%)，填充題(20%)，簡答題(30%)和問答題(30%)。

## Part I. Multiple-Choice Questions (20%, 選擇題@2%, Choose the BEST one that answers the question.)

- Which ethical issues will be most central if your career is in finance and accounting?  
A. Enforcing corporate ethics policies  
B. Protecting information systems from fraud and abuse  
C. Privacy issues concerning customer data  
D. Responsibility regarding data accuracy and quality  
E. none of the above.
- A colleague of yours frequently takes small amounts of office supplies, noting that the loss to the company is minimal. You counter that if everyone were to take the office supplies, the loss would no longer be minimal. Your rationale expresses which historical ethical principle?  
A. The Golden Rule  
B. Kant's Categorical Imperative  
C. Descartes' Rule of Change  
D. The "No free lunch" rule  
E. none of the above.
- Which of the five moral dimensions of the information age does spamming raise?  
A. Accountability and control  
B. System quality  
C. Quality of life  
D. Information rights and obligations  
E. none of the above.
- You have been asked to implement enterprise software for a semiconductor manufacturer. What is the first step you should take?  
A. Select the business processes you wish to automate.  
B. Map the company's business processes to the software's business processes.  
C. Select the functions of the system you wish to use.  
D. Map the software's business processes to the company's business processes.  
E. none of the above.
- When tailoring a particular aspect of a system to the way a company does business, enterprise software can provide the company with:  
A. configuration tables.  
B. data dictionaries.  
C. state transition diagrams.  
D. ETL.  
E. none of the above.
- Why are products built for 802.11b and 802.11g compatible?  
A. They are both based on WAP.  
B. They have the same transmission capacity and ranges.  
C. They use the same frequency band.  
D. They are both part of the 802.11 family of standards.  
E. none of the above.
- Which competitive strategies can be enhanced through the use of SOAs to connect with partners in a business ecosystem?  
A. Low-cost leadership and product differentiation  
B. Focus on market niche and product differentiation  
C. Focus on market niche, low-cost leadership, and strengthening customer and supplier intimacy  
D. Low-cost leadership, product differentiation, and strengthening customer and supplier intimacy.  
E. none of the above.
- How would you determine the market demand for your firm's IT services?  
A. Perform a TCO analysis.  
B. Hold focus groups to assess your services.  
C. Perform a benchmarking on these services.  
D. Analyze sales returns on key investments.  
E. none of the above.
- The major dimensions of international systems architecture include each of the following EXCEPT:  
A. the global environment.  
B. transborder data flows.  
C. corporate global strategy.  
D. technology platform.  
E. none of the above.
- The potentially most expensive "hidden" cost component of offshore software outsourcing is the cost of:  
A. selecting a vendor.  
B. transferring work to the offshore outsourcer.  
C. laying off domestic employees.  
D. adjusting to cultural differences.  
E. none of the above.

參考用

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Part II. Fill In the Blanks (20%, 填充題@2%)

1. The use of computers to combine data from multiple sources and create electronic dossiers of detailed information on individuals is called \_\_\_\_\_.
2. The \_\_\_\_\_ imposes responsibility on companies and management to safeguard the accuracy of financial information.
3. \_\_\_\_\_ specifies best practices in information systems security and control.
4. A set of self-contained services that communicate with each other to create a working software application is called \_\_\_\_\_.
5. Companies now outsource some of their new systems development work to external vendors in another country. This practice is called \_\_\_\_\_.
6. \_\_\_\_\_ is defined as bringing the opposing local organization groups into the process of designing and implementing an information systems solution without giving up control over the direction and nature of the change.
7. A state Web site that allows citizens to pay parking fines online is a form of \_\_\_\_\_.
8. The \_\_\_\_\_ standard can transmit up to a distance of 31 miles.
9. You have been hired by a non-profit agency to implement a system to handle their donations. Event fundraisers need to be able to quickly access a donor's information and history. The marketing department needs to be able to create customized mailing lists, in order to send different messages to different types of donors. TPS with \_\_\_\_\_ capabilities system(s) will best meet these needs.
10. \_\_\_\_\_ is the popular name for IEEE 802.15 standard.

Part III. 解釋名詞 (30%, @6%)

將下列名詞中英文名稱列出，解釋其內容並說明其對組織的貢獻或重要性。

1. AI
2. BI
3. CRM
4. DW
5. SDLC

Part IV. Essay Questions (30%, 問答題@15%)

1. 區別供應鏈管理系統中推式與拉式模型間的差異，並說明何謂“數位物流神經系統”。
2. 說出並描述電子商務中六種網際網路經營模式。區別出純網路公司的經營模式與虛實整合公司的經營模式有何不同。

參考用

注意：背面有試題