

國立中央大學八十六學年度碩士班研究生入學試題卷

所別： 資訊管理研究所 乙組 科目： 管理資訊系統 共 2 頁 第 1 頁

I Multiple choice. (單選題, 每題兩分)

1. Which type of information systems (IS) provide the major source of data used by other types of ISs?
a. DSS
b. TPS
c. MIS
d. EIS
e. none of the above.
2. One advantage of hierarchical and network DBMS is:
a. ease of access
b. efficient transaction processing
c. minimal use of pointers and indices
d. all of the above
e. none of the above.
3. What is the key to the open systems concept of information technology?
a. Communications Networks
b. Enterprise-wide systems
c. Standards
d. Innovation in the computer industry.
4. Which of the following is **not** a feature of EDI?
a. Consistent
b. Flexible
c. Fast
d. Efficient.
5. Business systems planning (BSP) focuses on:
a. Business functions and data classes
b. Lines of business and management structure
c. Business processes and data classes
d. Data flow diagrams and entity-relationship modeling.
6. An information warehouse (or data warehouse) generally thought of as:
a. A decision-support tool
b. A component of production systems
c. A transaction of processing system
d. A management information system.
7. In general, operational control levels of the organization deal with:
a. highly unstructured problems
b. fairly well structured problems
c. issues of innovation
d. formulating broad policies
e. established interpersonal networks.
8. At the divisional levels of organizations, information systems tend to deal primarily with:
a. particular jobs, tasks, or projects
b. multiple products, services and goals
c. major products or services
d. facilitating alliances and coordination between different organizations or groups.

II Case Study

The World Wide Web performs one function exceedingly well - putting people in direct touch with each other. Professionals such as brokers, dealers, and agents - the middleman in many marketplace transactions - may be threatened.

Many believe that travel agents will be needed less and less as people make their own airline and hotel reservations through the Web. A site called Travelocity will offer live chat forums with travel experts, searchable restaurant and entertainment listings, and even luggage for sale - features that can't be found at the average travel agency. Will travel agents disappear?

Real estate will be affected. Real estate agents charge the seller a commission, often 6 percent of the sale price (\$12,000 on a \$200,000 home), a powerful incentive for sellers to seek other avenues to advertise their properties. Real estate listings on the Web can include pictures and floor plans as well as descriptive information. These Web sites typically charge the seller a small fee, in some cases, as little as \$15 per month, for the listing. Buyers view listings for free. Some sites, such as Properties OnLine include listings from anywhere and rely on powerful search engines to help visitors locate what they want. Others, such as BayNet World Inc. focus on a specific area, in this case the San Francisco Bay area. The more traditional real estate firms, such as Coldwell Banker are also establishing a presence on the Web, trying to capture part of the cyberspace business. However, they still charge commissions.

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In businesses impacted by the Internet, middleman will have to adjust their services to fit the new business model or create new services based on the model. So many real estate sites have appeared on the Internet (about 40,000 by early 1996) that a new type of middleman has emerged to sort them out. Entrepreneur Jerry Caviston set up a Web-based service called Matchpoint, which operates a customized search engine for locating homes for sale on-line. The service is free to prospective buyers, making its profit by charging realtors a small fee for each listing.

Will all middlemen disappear? Web-based dealers such as Auto-by-Tel (<http://www.autobytel.com/>) and DealerNet enable people to search for particular models and makes of cars offered by participating dealers. What else do you need to do before you buy a second-hand car?

1. According to the Hammer and Mangurian's framework (1987), the value created by the use of the Internet as a middleman can be classified as: (2 point)
 - a. operational efficiency
 - b. management effectiveness
 - c. innovation for competitive advantage
 - d. none of the above.
2. According to the Hammer and Mangurian's framework (1987), the impact of the Internet as a middleman can be classified as: (2 point)
 - a. compressed time
 - b. geography conquered
 - c. restructured relationships
 - d. none of the above.
3. Describe how the Internet benefit what organizations in this case. Describe two other ways in which the Internet can benefit many organizations. (10 point)
4. Will all middlemen mentioned in the case disappear? Who will survive the impact of the Internet? (10 point)
5. What is electronic commerce? How is it enhanced by the Internet in this case? (10 point)

III 解釋名詞(20%)

1. 策略資訊系統(strategic information systems)
2. 資訊策略(information strategy)
3. 跨組織資訊網(extranet)
4. 企業工程(enterprise engineering)

IV 問答(30%)

1. 說明什麼是資訊系統規劃以及資訊系統規劃的步驟與成果?
2. 比較資訊系統開發之生命週期法、雛型法、腳本法、以及關鍵成功因素法?
3. 組織文化以何種方式影響企業之資訊化? 如何去運用組織文化來克服資訊化的障礙?