

第一部份：是非評述題【每題4分，共40分】

以下各個陳述各自獨立，請以資訊管理領域的相關理論對其陳述進行判斷。如您同意其陳述者請回答「同意」；如您不同意其陳述或認為其陳述不完整者，者請回答「不同意」或「不完全同意」，並且說明您的理由，或加以修正、補充為正確的陳述。理由之論述為評分之重點，僅回答同意或不同意者不予計分。以中文或英文作答均可。

- 1.1 In autonomic computing, reducing computer power consumption is a top priority.
- 1.2 An information system (IS) project's scope is directly related to its business requirements, while the cost of an IS project is based only on the hardware and software.
- 1.3 Supply chain execution systems enable the firm to generate demand forecasts for a product and to develop sourcing and manufacturing plans for that product.
- 1.4 The systems development process is identified to be four major categories of feasibility studies, in which the economic feasibility study focuses on how well a proposed information system supports the objectives of the organization and its strategic plan for information systems.
- 1.5 You would use an ERP system to help decide whether to introduce a new product line.
- 1.6 Mandatory use of a system is one effective way of overcoming user resistance to an information system.
- 1.7 A decision support system involves four basic types of analytical modeling activities. In it, the sensitivity analysis sets a target value for a variable and then repeatedly changes other variables until the target value is achieved.
- 1.8 In component-based development, applications are developed one small portion at a time, with each portion able to function independently.
- 1.9 Business-to-business (B2B) e-commerce is the retail and demand side of the commercial process, where buyers demand, purchase, or otherwise exchange items with other businesses.
- 1.10 Fuzzy logic systems "learn" patterns from large quantities of data by sifting through data, searching for relationships, building models, and correcting over and over again the model's own mistakes.

第二部份：單一選擇題【答對每題得3分，答錯每題倒扣1分】

1. _____ is an effort to add a layer of meaning to the existing Web in order to reduce the amount of human involvement in searching for and processing Web information. (A) Web 1.0 (B) Web 2.0 (C) Web 3.0 (D) Cyber-Physical Systems.
2. Network economics (A) applies traditional economics to networked users. (B) applies the law of diminishing returns to communities of users. (C) sees the cost of adding new members as inconsequential. (D) balances the high cost of adding new members to a community against the lower cost of using network infrastructure.
3. Drill-down in online analytical processing involves: (A) Aggregation of data. (B) Analyzing data in the reverse direction and displaying detailed data that comprises consolidated data. (C) Looking at the databases from different viewpoints. (D) Push reporting.
4. Linux is (A) designed for specific machines and specific microprocessors. (B) an example of open-source software. (C) especially useful for processing numeric data. (D) is a software tool for Big-data.
5. A road map indicating the direction of systems development, the rationale, the current systems, new developments to consider, the management strategy, the implementation plan, and the budget is called a(n) (A) enterprise analysis. (B) information systems plan. (C) project plan. (D) Portfolio analysis.

參考用

國立中央大學104學年度碩士班考試入學試題

所別：企業管理學系碩士班 企業電子化辛組(一般生) 科目：資訊管理 共 2 頁 第 2 頁

本科考試禁用計算器

*請在答案卷(卡)內作答

參考用

6. Which of the following is NOT true regarding cross-functional enterprise systems? (A) Many companies today are using information technology to develop integrated cross-functional enterprise systems that cross the boundaries of traditional business functions in order to reengineer and improve vital business processes across the enterprise. (B) Companies view cross-functional enterprise systems as a strategic way to use IT to share information resources and improve the efficiency and effectiveness of business processes. (C) Companies view cross-functional enterprise systems as a strategic way to use IT to develop strategic relationships with customers, suppliers and business partners. (D) Cross-functional enterprise systems focus on supporting information processing needs of a particular business operation or function.
- You work for a national car rental agency and want to determine what characteristics are shared among your most loyal customers. To do this, you will want to use data mining software that is capable of (A) identifying associations. (B) classification. (C) identifying sequences. (D) identifying clusters.
8. Which of the following is NOT a major cross-functional application of e-business? (A) Enterprise resource planning. (B) Customer relationship management. (C) Manufacturing Execution system. (D) Supply chain management.
9. Marketing modules in CRM systems would provide tools for (A) identifying profitable and unprofitable customers. (B) managing sales prospect and contact information. (C) assigning and managing customer service requests. (D) capturing prospect and customer data.
10. Which of the following statements best describes the relationship between collaboration and knowledge management? (A) As knowledge increases, so does collaboration. (B) Knowledge doesn't exist without collaboration. (C) Knowledge is useful only when shared with others. (D) Without knowledge, collaboration is difficult.
11. A bank has reworked its mortgage application process so that several steps are handled by computer software, and some steps are combined to reduce bottlenecks in processing. The goal is to gradually improve its efficiency over time. This is an example of (A) business process redesign. (B) rationalization of procedures. (C) automation. (D) paradigm shift.
12. You have been hired as a security consultant for a law firm. Which of the following constitutes the greatest source of security threats to the firm? (A) lack of data encryption. (B) employees. (C) wireless network. (D) authentication procedures.
13. Which of the following is not one of the five main analytic functionalities of BI(Business Intelligence) systems for helping decision makers understand information and take action? (A) parameterized reports. (B) production reports. (C) business case archives. (D) forecasts, scenarios, and models.
14. The interaction between information systems and organizations is influenced (A) primarily by the decision making of middle and senior managers. (B) by two main microeconomic forces: capital and labor. (C) by many factors, including structure, politics, culture, and environment. (D) primarily by the organization's business processes and culture.
15. To avoid the cost and uncertainty of moving information across national boundaries, most multinational firms (A) use microwave satellite transmission to move data. (B) develop separate systems within each country. (C) maintain a master database at their head offices. (D) develop a master system that meets the standards of all the countries concerned.
16. The business/IT planning process has three major components: strategy development, resource management, and technology architecture. Using information technology to create innovative e-business systems that focus on customer and business value is an example of which component? (A) Strategy development. (B) Resource management. (C) Technology architecture. (D) None of the above.
17. Enterprise software is built around thousands of predefined business processes that reflect (A) cutting edge workflow analyses. (B) industry goals. (C) best practices. (D) the firm's organization.
18. The type of logical database model that treats data as if they were stored in two-dimensional tables is the (A) hierarchical DBMS. (B) object-oriented DBMS. (C) normalized DBMS. (D) relational DBMS.
19. Which of the following is not one of the main problems with a traditional file environment? (A) poor security. (B) lack of flexibility in creating ad-hoc reports. (C) program-data independence. (D) data inconsistency.
20. Digital goods are goods that are (A) produced digitally. (B) sold over digital networks. (C) used with digital equipment. (D) delivered digitally.

注意：背面有試題