第一部份 ：單一選擇題【答對每題得 3 分，答錯每題倒扣 1 分】

1. The flow of events or transactions captured by an organization's system describes (A) information. (B) data. (C) wisdom. (D) knowledge.

2. Customer relationship management systems typically provide software and online tools for sales, customer service, and (A) marketing. (B) account management. (C) advertising. (D) public relations.

3. Business Intelligence (BI) that is designed to determine the most likely effects of changes in the business environment is called (A) statistical modeling. (B) predictive analytics. (C) big data analytics. (D) parameterized reports.

4. Which one of the following statements is true? (A) Individuals within a computer-using organization may become unemployed unless they can be retrained for new positions. (B) Jobs created by the computer within a computer-using organization rarely require different types of skills and education than the jobs eliminated by the computer. (C) The use of computers has not caused a significant reduction in any types of job opportunities. (D) The only jobs created by IT are in the manufacture, sale and maintenance of computer hardware and software.

5. Prototyping involves: (A) The execution of the standard systems development cycle using CASE tools. (B) A rapid generation of systems by information systems professionals without the need for end user input. (C) The use of a fail-safe development process designed to ensure that an information system meets all user requirements without revision. (D) An iterative and interactive development process with extensive end user involvement.

6. International information systems refer to (A) systems that talk to one another using the global Internet. (B) business processes that span the globe. (C) the basic information systems required by organizations to coordinate worldwide trade and other activities. (D) systems that are developed by global firms.

7. Information _____ exists when one party in a transaction has more information that is important for the transaction than the other party. (A) transparency. (B) asymmetry. (C) complexity. (D) discrimination.

8. A data warehouse is composed of (A) historical data from legacy systems. (B) current data. (C) internal and external data sources. (D) historic and current internal data.

9. At the top of the management structure for information systems projects in a large company is (A) project management. (B) the CIO. (C) the corporate strategic planning group. (D) the board of directors.

注意：背面有試題

10. The process of presenting a set of computing resources (such as computing power or data storage) so that they can all be accessed in ways that are not restricted by physical configuration or geographic location is called (A) cloud computing. (B) autonomic computing. (C) virtualization. (D) multicore processing.

11. The real business and competitive value of information technology lies in: (A) The capabilities of the software and value of the information a business acquires and uses (B) The infrastructure of hardware, networks, and other IT facilities that are commonly used by many companies. (C) The capabilities of the hardware and the speed at which it processes information. (D) None of the above.

12. All of the following are physical components of an RFID system except (A) bar code. (B) antenna. (C) radio transmitters. (D) tags.

13. _____ creates confusion that hampers the creation of information systems that integrate data from different sources. (A) Batch processing. (B) Data redundancy. (C) Data independence. (D) Online processing.

14. Business processes are collections of (A) informal practices and behaviors. (B) formalized and documented practices. (C) rights and privileges. (D) routines.

15. Interpretations of Moore's law assert that (A) computing power will eventually level off. (B) transistors decrease in size 50% every two years. (C) data storage costs decrease by 50% every 18 months. (D) computing power doubles every 18 months.

16. One of the following statements would be most accurate in describing recent trends in telecommunications: (A) A Smaller number of vendors providing telecommunications service. (B) Development of more parallel independent networks for a given aspect of communications such as data or video. (C) The pervasive use of telecommunications networks to support business operations, management, and strategic advantage. (D) Toward more government-regulated monopolies and away from deregulated markets.

17. A DBMS makes the (A) physical database available for different logical views. (B) relational database available for different logical views. (C) physical database available for different analytic views. (D) relational database available for different analytic views.

18. In decentralized systems (A) development occurs at the home base and operations are handed over to autonomous units in foreign locations. (B) each foreign unit designs its own unique solutions and systems. (C) systems development and operations occur in an integrated and coordinated fashion across all units. (D) all systems are designed in domestic headquarters and then distributed to foreign units.

注意：背面有試題

19. One of the following statements would be most accurate in describing recent trends in telecommunications: (A) A Smaller number of vendors providing telecommunications service. (B) Development of more parallel independent networks for a given aspect of communications such as data or video. (C) The pervasive use of telecommunications networks to support business operations, management, and strategic advantage. (D) Toward more government-regulated monopolies and away from deregulated markets.

20. Compared to traditional goods, digital goods incur (A) lower distribution costs. (B) higher marginal costs per unit. (C) equivalent copying costs. (D) similar inventory costs.

21. The business value of an effective supply chain management system includes all of the following except (A) faster time to market. (B) cost reduction. (C) supply matched to demand. (D) increased inventory levels.

22. Big data does not refer to (A) datasets with fewer than a billion records. (B) datasets with unstructured data. (C) machine-generated data (i.e. from sensors). (D) data created by social media (i.e. tweets, Facebook Likes).

23. How do information systems enhance core competencies? (A) by providing better reporting facilities. (B) by creating educational opportunities for management. (C) by allowing operational employees to interact with management. (D) by encouraging the sharing of knowledge across business units. (E) by fostering synergies among departments.

24. Enterprise software is built around thousands of predefined business processes that reflect (A) the firm's organization. (B) industry goals. (C) best practices. (D) cutting edge workflow analyses.

25. 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) automation. (B) rationalization of procedures. (C) paradigm shift. (D) business process redesign.

第二部份 ： 非選擇題

1. [5 分] 請列舉出 3 種電子商務的營運模式。
2. [5 分] 資訊系統專案中的主要風險因素有哪些？ 試列舉之。
3. [5 分] 請說明「群組決策支援系統(GDSS)」如何運作，及其如何為企業帶來價值。
4. [5 分] 哪一個企業應用系統是最需要被優先建置的？ 企業資源規劃(ERP)、客戶關系管理 (CRM)、供應鏈管理(SCM)、產品生命週期管理(PLM)？ 請說明您的答案與理由。
5. [5 分] 有些企業組織認為降低系統開發成本的最好方法是應用套裝軟體或第四代語言工具。您 同意嗎？ 試說明您的見解。