

乙組  
所別：資訊管理學系碩士班 甲組 科目：管理資訊系統

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

- 答案必須沿著答案卷的橫格線從左到右橫式書寫。所有選擇題答案須寫在答案卷的第一頁，違者扣五分。
- 本試題共分四部分，分別是選擇題(30%)，填充題(20%)，簡答題(15%)，和問答題(35%)。

Part I. Multiple Choice Questions (Choose the BEST one that answers the question) @3%

- Which one of the following turns into an acute challenge confronting managers given the rise of BRICs, the acronym of four emerging economic bodies?
  - the information systems investment challenge.
  - the strategic business challenge.
  - the globalization challenge.
  - the information architecture and infrastructure challenge.
  - the responsibility and control challenge.
- Which one of the following can be best used to alleviate the inventory buildup problem caused by the bullwhip effect?
  - ERP.
  - SCM.
  - CRM.
  - Data warehouse.
  - none of the above.
- The Internet is capable of decreasing \_\_\_\_\_ for most organizations.
  - communication costs
  - agency costs
  - transaction costs
  - all of the above.
  - none of the above.
- \_\_\_\_\_ is the practice of contracting computer center operations, telecommunications networks, or application development to external vendors.
  - Co-location
  - Application service provider
  - Outsourcing
  - Rapid application development
  - none of the above.
- Which one of the following is NOT affecting the level of project risk?
  - Project cost overruns
  - Project structure
  - Experience with technology
  - Project size
  - none of the above.
- The most expensive phase of the systems development process is:
  - Testing.
  - Design.
  - Documentation.
  - The cost of personnel to run it.
  - Maintenance.
- Systems linked to the Internet are especially vulnerable to security breaches because:
  - they lack firewalls.
  - they do not have secure physical facilities.
  - the Internet is designed to be an open environment.
  - they are vulnerable during the night hours.
  - security is beyond the expertise of most IT professionals.
- What is the major concern connected with the use of data warehouses, data marts, and datamining?
  - Privacy concerns.
  - Cost-benefits ratios.
  - Friendliness of user interface..
  - Data model used.
  - none of the above.
- Which of the following is a method of obtaining relevant information on networks by having a computer broadcast information directly to the user based on prespecified interests?
  - Push technology
  - Pull technology
  - Request-based service
  - Clickstream advertising
  - Digital broadcasting.
- Agency and other coordination costs \_\_\_\_\_ as the firm moves from local option systems toward regional and global systems.
  - decrease
  - increase
  - usually stay the same
  - are more easily tracked
  - none of the above.

注意：背面有試題

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

- \_\_\_\_\_ seek to automate the relationship between supplier and the firm to optimize the planning, sourcing, manufacturing and delivery of products and services

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2. \_\_\_\_\_ attempt to develop a coherent, integrated view of all the relationships a firm maintains with its customers.
3. \_\_\_\_\_ are programming languages very close to human language.
4. \_\_\_\_\_ is the analysis of large pools of data to find patterns and rules that can be used to guide decision-making and predict future behavior.
5. A(n) \_\_\_\_\_ is a set of rules and procedures that govern transmission between the components in a network.
6. \_\_\_\_\_ systems are the basic business systems that serve the operational level of the organization
7. A(n) \_\_\_\_\_ is a computer system at the management level of an organization that combines data, analytical tools, and models to support semistructured and unstructured decision-making.
8. Linux is an example of \_\_\_\_\_ software, which provides all computer users with free access to its program code.
9. A(n) \_\_\_\_\_ is the type of hardware and the series of on-screen commands and responses required for a user to work with the system.
10. The coding and scrambling of messages to prevent their being read or accessed without authorization is called \_\_\_\_\_

**Part III. Short-Answer Questions (15%, 簡答題@3%)**

1. List any three Internet crime and abuse and briefly explain them.
2. Distinguish between NAS and SAN. Which one is more expensive and difficult to manage, but very useful for sharing information across applications?
3. List any three alternative system-building approaches.
4. Please list any three major types of information system and briefly explain them.
5. List any three steps of knowledge management processes.

**Part IV. Essay Questions (35%, 問答題)**

說明：請依據所附文章用中文回答，每題不得超過 100 個字。

Businesses are faced with an overwhelming amount of data and information about customers, competitors, and their own operations. The ability to manage this input can mean the difference between success and failure. New digital technologies have revolutionized the information management process.

Data communication networks efficiently carry streams of digital data via telecommunication systems, or networks. The Internet is a gigantic system of networks linking millions of computers around the world. Individuals can subscribe to the net via an Internet service provider, or ISP. The World Wide Web is a system with universally accepted standards for storing, formatting, retrieving, and displaying information, providing user-friendly access to information on the Internet. Intranets are private networks that companies can develop to extend Net technology internally, accessible only to employees of each company.

The rapid growth of information technologies has led to new options for organizational design. Firms have become leaner because networked organizations can maintain electronic information linkages among employees and customers. Operations are more flexible because electronic networks allow businesses to offer greater product variety and faster delivery cycles. Through intranets and the Internet, organizations are engaged in greater collaboration, both among internal units and with outside firms. Geographic separation of the workplace and company headquarters is more feasible and increasingly common. Finally, management processes are improving because managers have rapid access to more information about company activities and easier access to electronic tools for planning and decision-making.

Different information system application programs are available for users at various organizational levels. For knowledge workers and office workers, the possibilities include personal productivity tools such as word processing, document imaging, desktop publishing, computer-aided design, and simulation modeling. Middle managers are often heavy users of management information systems that concern reports, schedules, plans, and budgets. Decision support systems are interactive applications that assist middle and top managers. Executive support systems are quick-reference, easy-access programs that assist upper managers. Specialized users at any level may rely on artificial intelligence and expert systems.

The database is a centralized, organized collection of related data, in digital form, within a computer system. The purpose of the database is to make the data accessible on demand for system users.

1. Please summarize the article above. (10%)
2. Describe five new options for organizational design that have emerged from the rapid growth of information technologies. (10%)
3. Briefly describe the content and role of a database and the purpose of database software for information systems. (10%)
4. Discuss different information-system application programs that are available for users at various organizational levels. (5%)