

佛光人文社會學院九十二學年度碩士班招生考試試題卷

系所別：資訊學研究所

科目：資訊管理

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I. O/X Questions. Give "O" if the statement is correct; "X", otherwise. (24%)

1. In today's global business environment, information systems, the Internet, and other global networks are creating new opportunities for organizational coordination and innovation.
2. Unlike the traditional value chain, the Internet ecosystem is inclusive and has relatively low barriers to entry.
3. Standard operating procedures are a fundamental set of assumptions, values, and ways of doing things that have been accepted by most of the organization's members.
4. In contemporary systems, there is a growing independence between organizational business strategy, rules, and procedures and the organization's information systems.
5. Management information systems are not dependent on transaction processing systems.
6. Although the Internet can reduce the delivery time for some goods, it does increase the transaction costs for digital products.
7. Increased productivity, lower operational costs and improved asset utilization are examples of intangible benefits.
8. The net present value is the amount of money an investment is worth, taking into account its cost, earnings, and the time value of money.
9. Groupware and intranets are especially valuable for supporting people working in groups.
10. A DSS is primarily designed to support structured problem analysis.
11. Authentication is the ability to be certain that the message that is sent arrives without being copied or changed.
12. Denial-of-service attacks are designed to penetrate Web sites and disable them by inundating them with phony requests for data, overloading the sites' servers, and preventing legitimate traffic from getting through.

II. Multiple Choice Questions. Choose one alternative that best completes the statement or answers the question. (36%)

1. Of the following, the best example of information would be:
 - a. a student identification number.
 - b. an address.
 - c. a sales analysis report.
 - d. a person's age.
 - e. the cost of an item.

2. An internal network based on Internet and World Wide Web technology standards best describes:
 - a. an electronic market.
 - b. an intranet.
 - c. an interorganizational system.
 - d. e-mail.
 - e. electronic commerce.
3. Which of the following provides the foundation or platform on which the firm can build its specific information systems?
 - a. information technology infrastructure
 - b. information architecture
 - c. system's blueprint
 - d. interorganizational network
 - e. intranet
4. Order tracking, order processing, and payroll are examples of:
 - a. management-level systems.
 - b. configuration systems.
 - c. knowledge-level systems.
 - d. operational-level systems.
 - e. strategic-level systems.
5. The discipline that focuses on mathematical techniques for optimizing selected parameters of organizations such as transportation, inventory control, and transaction costs is:
 - a. marketing.
 - b. management science.
 - c. accounting.
 - d. human resources.
 - e. operations research.
6. Which of the following is a DSS characteristic?
 - a. DSS rely on existing corporate data and data flow.
 - b. DSS are relatively inflexible.
 - c. DSS help managers make decisions that are unique, rapidly changing, and not easily specified in advance.
 - d. DSS have little analytical capability.
 - e. DSS are generally reporting and control oriented.
7. EC (electronic commerce) customers frequently suffer from:
 - a. quality indifference.
 - b. quality uncertainty.
 - c. inferior product quality.

- d. falling liquidity.
 - e. lengthy delivery time.
8. Systems not always meeting quality assurance standards is a disadvantage associated with:
- a. outsourcing.
 - b. end-user development.
 - c. an application software package.
 - d. prototyping.
 - e. the systems lifecycle.
9. Expert systems, neural nets, and fuzzy logic are examples of:
- a. decision support systems.
 - b. knowledge work systems.
 - c. group collaboration and support systems.
 - d. office systems.
 - e. artificial intelligence systems.
10. In order to improve the quality and effectiveness of meetings, each of the following are elements that should be addressed **except**:
- a. improving preplanning.
 - b. increasing participation.
 - c. criticism-free idea generation.
 - d. meeting location.
 - e. meeting documentation.
11. Systems containing extra hardware, software, and power supply components that can back a system up and keep it running to prevent system failure are called:
- a. redundant computer systems.
 - b. fault-tolerant computer systems.
 - c. controlled computer systems.
 - d. inoculated computer systems.
 - e. maintained computer systems.
12. A legal document that grants the owner an exclusive monopoly on the ideas behind an invention for 17 years best describes a:
- a. copyright.
 - b. patent.
 - c. statute.
 - d. trade secret.
 - e. rights of ownership contract.

III. Matching Questions. Choose one term below that best fit in the blank. (40%)

Logical design, Requirements analysis, Feasibility study, Pilot study, PERT chart, Critical path method, Information asymmetry, Knowledge acquirement, Geographic information system, Message integrity, Eavesdropping, Blocking, Hacking, Spoofing, Junk mail, Preset, Forward chaining, Backward chaining, Value chain, Supply chain, Pie chart, Competitive advantage, Business model, Intelligent agent, Chief information officers, Systems analysts, Programmer, Strategic information system, Expert system.

1. _____ are specialists who translate business problems and requirements into information requirements and systems, acting as liaison between the information systems department and the rest of the organization.
2. A _____ is an abstraction of what and how the enterprise delivers a product or service, showing how the enterprise creates wealth.
3. _____ occurs when the relative bargaining power of two parties in a transaction is determined by one party to the transaction possessing more information that is essential to the transaction than the other party.
4. A _____ is a part of the systems analysis process and a way to determine whether the solution is achievable, given the organization's resources and constraints.
5. _____ is a strategy to introduce the new system to a limited area of the organization until it is proven to be fully functional; only then can the conversion to the new system across the entire organization take place.
6. A _____ lists the specific activities that make up a project, their duration, and the activities that must be completed before a specific activity can start.
7. _____ is a strategy for searching the rule base in an expert system that acts like a problem solver by beginning with a hypothesis and seeking out more information until the hypothesis is either proved or disproved.
8. A _____ is a system with software that can analyze and display data using digitized maps to enhance planning and decision making.
9. _____ is the ability to ascertain that a transmitted message has not been copied or altered.
10. _____ involves entities fraudulently misrepresenting themselves as other organizations, setting up false Web sites where they can collect confidential information from unsuspecting visitors to the site.