

國立屏東科技大學 九十三 學年度 碩士班暨碩士在職專班 招生考試
資訊管理系碩士在職專班
專業科目（二）資訊管理導論 試題

一 選擇題（單選，每題 2 分，不倒扣，共 60 分）

1. Mediating factors between an organization and information technology include each of the following except:
 - a. politics.
 - b. business processes.
 - c. chance.
 - d. time.
 - e. culture.
2. TPS functional categories include each of the following except:
 - a. sales/marketing.
 - b. manufacturing/production.
 - c. finance/accounting.
 - d. human resources.
 - e. operational analysis.
3. The logical database model that presents data to users in a treelike structure is the:
 - a. object-oriented database model.
 - b. network database model.
 - c. relational database model.
 - d. multidimensional database model.
 - e. hierarchical database model.
4. Software that provides functions and services that support the collaborative activities of work groups defines:
 - a. object-oriented programming.
 - b. electronic mail.
 - c. communications software.
 - d. groupware.
 - e. presentation software.
5. An economic theory stating that firms grow larger because they can conduct marketplace exchanging internally more cheaply than they can with external firms in the marketplace describes:
 - a. agency theory.
 - b. transaction cost theory.
 - c. the microeconomic model of the firm.
 - d. organizational theory.
 - e. Simon's Model.
6. According to H. J. Leavitt's study(1965) , the only way to bring about change is to change the:
 - a. technology and structure simultaneously.
 - b. technology and tasks simultaneously.
 - c. technology, tasks, and structure simultaneously.
 - d. technology, tasks, structure, and people simultaneously.
 - e. tasks, structure, and people simultaneously.

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7. Firmwide information systems that integrate key business processes so that information can flow freely between different parts of the firm best defines:
 - a. industry networks.
 - b. Internet.
 - c. enterprise systems.
 - d. information infrastructure.
 - e. decision support systems.
8. On an entity-relationship diagram, a relationship is documented with a(n):
 - a. ellipse.
 - b. square.
 - c. diamond.
 - d. pyramid.
 - e. circle.
9. The process of creating small, stable data structures from complex groups of data when designing a relational database defines:
 - a. data decomposition.
 - b. data structuring.
 - c. data transcribing.
 - d. normalization.
 - e. data binding.
10. A small data warehouse containing only a portion of the organization's data for a specified function or population of users best describes a:
 - a. database.
 - b. tuple.
 - c. relation.
 - d. data mart.
 - e. Web server.
11. The Internet benefits to organizations include:
 - a. connectivity and global reach.
 - b. reduced communication costs.
 - c. lower transaction costs.
 - d. reduced agency costs.
 - e. all of the above.
12. Competition between two or more different distribution chains used to sell the products or services of the same company best describes:
 - a. partner conflict.
 - b. sales force automation conflict.
 - c. distribution conflict.
 - d. channel conflict.
 - e. electronic conflict.

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13. Which of the following drives the entire system-building effort?
- a. the feasibility study.
 - b. user requirements.
 - c. logical design.
 - d. physical design.
 - e. programming.
14. During conversion stage of building information system, the most time-consuming activity is the:
- a. development of the logical design.
 - b. conversion of data.
 - c. development of a physical design.
 - d. feasibility study.
 - e. walkthrough.
15. Promoting user participation is an advantage of:
- a. outsourcing.
 - b. end-user development.
 - c. an application software package.
 - d. prototyping.
 - e. the systems lifecycle.
16. Not meeting an organization's requirements and not performing many business functions well are disadvantages associated with:
- a. outsourcing.
 - b. end-user development.
 - c. an application software package.
 - d. prototyping.
 - e. the systems lifecycle.
17. Rapid, informal, and minimal role of information systems specialists are features associated with:
- a. outsourcing.
 - b. end-user development.
 - c. an application software package.
 - d. prototyping.
 - e. the systems lifecycle.
18. A data flow diagram contains symbols for each of the following except:
- a. processes.
 - b. relationships.
 - c. data flows.
 - d. data stores.
 - e. external entities.
19. Groupware and intranets are examples of:
- a. decision support systems.
 - b. knowledge work systems.
 - c. group collaboration and support systems.
 - d. office systems.
 - e. artificial intelligence systems.

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20. Problem-solving methods that promote the evolution of solutions to specific problems using the model of living organisms adapting to their environment defines:
- neural network.
 - genetic algorithms.
 - polymorphism.
 - expert systems.
 - artificial intelligence.
21. Types of information that can be obtained from datamining include each of the following except:
- associations.
 - sequences.
 - classification.
 - forecasts.
 - priorities.
22. Datamining may use:
- statistical analysis tools.
 - neural networks.
 - genetic algorithms.
 - fuzzy logic.
 - all of the above.
23. Stored information from an organization's history best describes:
- a relational database.
 - a DSS database.
 - organizational memory.
 - a model.
 - a neural network.
24. Assume a divisional manager can read all employee data fields for her division, but cannot update any of these fields. This is an example of a(n):
- administrative control.
 - application control.
 - computer operations control.
 - data security control.
 - hardware control.
25. When assuming an informational role, a manager may act as a:
- figurehead for the organization.
 - leader.
 - spokesperson for the organization.
 - decision maker.
 - liaison between various levels of the organization.
26. Which of the following is a DSS characteristic?
- DSS rely on existing corporate data and data flow.
 - DSS are relatively inflexible.
 - DSS help managers make decisions that are unique, rapidly changing, and not easily specified in advance.
 - DSS have little analytical capability.
 - DSS are generally reporting and control oriented.

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27. Moral dimensions of the Information Age include:
- information rights and obligations.
 - property rights.
 - accountability and control.
 - quality of life.
 - all of the above.
28. The IT-enabled change that involves radically rethinking the flow of work and the business process used to produce products and services, with a mind to radically reduce the costs of business describes:
- paradigm shift.
 - disintermediation.
 - rationalization of procedures.
 - business process reengineering.
 - strategic analysis.
29. Steps in prototyping include:
- identifying the user's basic requirements.
 - developing an initial prototype.
 - using the prototype.
 - revising and enhancing the prototype.
 - all of the above.
30. A major reason why user requirements are not properly incorporated into information systems and why users are driven out of the implementation process is a result of:
- a lack of knowledge on the end user's part.
 - communication problems between the end users and designers.
 - a poor understanding of the problem.
 - a poor design of the system.
 - not specifying all of the system's requirements beforehand.

二 論述題（40 分，每題 20 分）

- 視訊會議剛推出時，許多人從成本節省的角度預言，企業面對面的會議方式將徹底改觀。然而到目前為止，這項科技仍未撼動企業面對面的會議形式。於是又有人從溝通媒介豐富性的角度提出解釋，認為原因出在面對面的會議較之視訊會議可以傳達更多的訊息。然而這樣的說法卻無法解釋 e-mail 這種資訊豐富性頗低的溝通媒介大受歡迎的理由。請你提出一套看法可以同時解釋視訊會議不受歡迎，可是 e-mail 卻大受歡迎的理由。
- Dell 電腦公司採用「外包」與「大量客製化」的策略所形成的「虛擬價值鏈」，達成其直接銷售的經營模式。目前，已使其它競爭者難望其項背。請說明這些策略是如何搭配在一起的？（分析提示：首先分析外包與大量客製化各有何利弊，繼而思考如何截長補短，而其中資訊科技扮演何種角色？市場佔有率所形成的正回饋環對於外包又有何正面貢獻？注意請勿以「通路衝突」來解釋，通路衝突或能解釋產業中原有競爭者，但卻無法解釋後起之秀難以模仿的理由）