

國立屏東科技大學 九十四 學年度 碩士班暨碩士在職專班招生考試  
資訊管理導論 試題

一、 是非題 (Y：正確；N：錯誤，每題 2 分，不倒扣，共 20 分)

1. One of the greatest disadvantages of the Microsoft Word processing package is that it does not have the capability to convert documents to HTML format for publication as web pages on corporate intranets or the World Wide Web.
2. The current trend towards downsizing and distributed client/server networks is achieved by reducing the ability of top management to delegate more decision making to middle managers.
3. Information systems at the strategic level of management require more summarized, ad hoc, unscheduled reports, forecasts, and external intelligence to support its more unstructured planning and policy-making responsibilities.
4. The major disadvantage of the Internet, intranets, and extranets is that they do not enable companies to create new channels for interactive communications within a company, with customers, and the suppliers, business partners, and others in the external environment.
5. Unauthorized use or mistakes in the computer matching of personal data is considered a controversial threat to individual privacy. A recent threat is the unauthorized matching and sale of information about you collected from Internet web sites and newsgroups you visit.
6. The database management approach refers to the storage and processing of data in which independent files are consolidated into a common pool, or database, of records available to different application programs and end users for processing and data retrieval. Its biggest advantage is that it promotes data/program dependence.
7. Computer programs are valuable property and thus are protected under copyright laws. However, shareware software allows users to make copies of the software for themselves and others. This software still carries copyright protection.
8. The Internet, the Web, intranets, and extranets enable companies and workgroups to coordinate their work activities, manage their business operations and organizational resources, and compete successfully in today's fast changing global economy.
9. HTML, XML and Java are three relatively new programming languages. XML (eXtensible Markup Language) is not a web page format description language like HTML. XML describes the contents of web pages by applying identifying tags or contextual labels to the data in web documents.
10. Web-enabled account management helps a company proactively identify and reward its most loyal and profitable customers to retain and expand their businesses via targeted marketing and relationship marketing programs.

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二、 選擇題 (單選, 每題 3 分, 不倒扣, 共 30 分)

1. MIS typically produce:
  - a. new ways of looking at data that emphasize change, flexibility, and rapid response.
  - b. fixed, regularly scheduled reports based on data extracted from the organization's TPS.
  - c. solutions to semi-structured problems appropriate for middle management decision making.
  - d. assumptions, responses to ad hoc queries, and graphic representations of existing data..
  - e. sophisticated analytical models for analyzing important blocks of data.
2. The Internet is perhaps the most well-known, and the largest, implementation of:
  - a. EDI.
  - b. anarchy within communications.
  - c. OSI.
  - d. cooperation between large business organizations.
  - e. internetworking.
3. Change management as managing the process of implementing major changes in information technology, business processes, organizational structures, and job assignments to reduce the risks and costs of change, and optimize its benefits. A number of factors (dimensions) of change management are illustrated and discussed. Of these factors, which one is the major focus of organizational change management?
  - a. Process.
  - b. People.
  - c. Technology.
  - d. Knowledge management.
  - e. Culture.
4. Organizations are increasingly using encryption of data and firewall computers as methods to protect computer network resources. Firewalls are described as:
  - a. The transmission of data through telecommunications lines in "scrambled" form.
  - b. A "gatekeeper" system that protects a company's intranets and other computer networks from intrusion by providing a filter and safe transfer point for access to and from the Internet and other networks.
  - c. The act of ensuring the accuracy, integrity, and safety of all E-business processes and resources.
  - d. A hardware system used to control users to enter the mainframe computer.
  - e. None of the above apply.
5. The driving force behind the explosion of electronic business and the emergence of the digital firm is:
  - a. the low-cost connectivity and universal standards provided by Internet technology.
  - b. new business models.
  - c. the emergence of a worldwide global economy, which cannot be affected by politics.
  - d. TCP/IP.
  - e. the decision to excuse Internet purchases from the collection of taxes.

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6. Which of the following statements is not an example of applying information technologies to business processes using the value chain network?
- Collaborative workflow intranet based system to increase the communications and collaboration needed to dramatically improve administrative coordination and support services.
  - Playing catch-up to competitors to offer services or products similar to your competitors.
  - Computer aided engineering and design extranets to enable a company and its business partners to jointly design products and processes.
  - Career development intranet that can help the human resources management function provide employees with professional development training programs.
  - Introducing new computers to improve the service quality of information systems.
7. Which one of the following statements would best describe a network server?
- Support applications with heavy mathematical computing and graphics display demands such as computer-aided design (CAD).
  - Used to coordinate telecommunications and resource sharing in small local area networks (LANs) and Internet and intranet web sites.
  - Designed for convenient mobile communications and computing using touch screens.
  - Designed for supporting applications on the web.
  - All of the above.
8. Sales managers rely heavily on sales analysis reports to evaluate differences in performance among salespeople who sell the same types of products to the same types of customers. They have a good idea of the kinds of information about sales results they need to manage sales performance effectively. This type of decision making would be considered a:
- Structured decision.
  - Unstructured decision.
  - Semi-structured decision.
  - Self-structured decision.
  - Fuzzy decision.
9. Which type of analysis should be used to answer the following: Let's cut advertising by \$100 repeatedly so we can see its relationship to sales?
- Sensitivity analysis.
  - Optimization analysis.
  - What-if analysis.
  - Goal-seeking analysis.
  - Value-added analysis.
10. In the information age, the obligations that individuals and organizations have concerning the cultural values and practices supported by the new information technology falls within the moral dimension of:
- property rights.
  - system quality.
  - accountability and control.
  - information rights and obligations.
  - quality of life.

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三、 簡答題 (每題 10 分，共 50 分)

- 1.新亞電子公司是國內一家頗具知名度的高科技公司，近年來，由於國際的競爭壓力逐漸增加而且市場的競爭相當激烈，該公司為了創造市場的競爭優勢，必須強化資訊科技方面的應用能力，該公司的資訊部門 張處長接獲總經理指示，必須在三個月內制定完成該公司的資訊科技策略並研擬一份完整的「資訊科技策略規畫書」，如果您是張處長，您在制定該公司的資訊科技策略時須考慮哪些因素？至於「資訊科技策略規畫書」應包含哪些重要的內容？
- 2.何謂「智慧型代理人」(Intelligent Agent, IA)？智慧型代理人的特性為何？智慧型代理人的主要任務及功能為何？
- 3.何謂「代理成本」(Agent Cost)？代理成本主要包含哪三種成本？為何代理成本可以解釋資訊科技的應用績效？
- 4.何謂「企業入口網站」(Enterprise Information Portal, EIP)？企業入口網站的主要功能為何？
- 5.以您個人的觀點，國內的銀行業者從事於電子商務活動究竟有哪些實際的業務項目，請舉例說明之。