國立屏東科技大學 九十六 學年度碩士班暨碩士在職專班招生考試
資訊管理導論

一、 選擇題（單選，每題 2 分，答錯不倒扣，共 40 分）

1. Which term below is NOT related to systems integrators or facilities management companies:
   A) ASP
   B) CPFR
   C) Total Solution
   D) Outsourcing

2. What is the purpose of external firewalls?
   A) To prevent users from access sensitive financial data.
   B) To limit access of intranet resources to specific users.
   C) To keep out unauthorized Internet users from intranet networks.
   D) To avoid creating security holes to back-end resources.

3. Which one of the following statements about the concept of prototyping is right?
   A) Rapidly produces an "actual working model" of the information system needed by the user.
   B) Is most practical for large-scale projects.
   C) Emphasizes getting the design right the first time.
   D) Reduces the need for user involvement in systems development.

4. Which one of the following is NOT a form of system conversion:
   A) Plunge.
   B) Parallel.
   C) Pilot.
   D) Pipeline.

5. 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?
   A) Sensitivity analysis.
   B) Optimization analysis.
   C) What-if analysis.
   D) Goal-seeking analysis.

6. Which one of the following is a Web-based interface that integrates organizational resource for intranet users and specific extranet users.
   A) Supply Chain Management System.
   B) Enterprise Information Portal.
   C) Executive Information System.
   D) Enterprise Resource Planning System.

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7. Which one of the following artificial intelligence applications makes use of Darwinian (survival of the fittest) randomizing, and other mathematical functions to simulate an evolutionary process that can yield increasingly better solutions to a problem?

A) Fuzzy logic systems.

B) Virtual reality systems.

C) Knowledge-based systems.

D) Genetic algorithm systems.

8. Which one is NOT a component of ERP?

A) General Ledger.

B) BOM.

C) Inventory.

D) All of the above are components of ERP.

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9. To rapidly communicate the changes in product design is a function of:

A) supply chain management.

B) collaborative planning.

C) manufacturing resource planning.

D) vendor manage inventory.

10. Which of the following terms is related to the term "lock-in"?

A) Agency Costs.

B) Sunk Costs.

C) Switching Costs.

D) Transaction Costs.

11. The P3P standard is concerned with:

A) controlling pop-up ads windows.

B) allowing users to surf the Web without being identified.

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C) protecting data from the destruction of virus.

D) blocking or limiting cookies. Created by Unregistered Version

12. Which of the following refers to large disparities in access to computers and the Internet among different social groups and different locations?

A) Computer divide.

B) Technology divide.

C) Digital divide.

D) Information divide.

13. Which statement below about the basic concepts of information ethics is correct?

A) Responsibility means that mechanisms are in place to determine who took responsible action, who is responsible.

B) Accountability means that you accept the potential costs, duties, and obligations for the decisions you make.

C) Liability is a feature of political systems in which a body of laws is in place that permits individuals to recover the damages done to them by other actors, systems, or organizations.

D) All of the above are correct.

14. In network economy, which of the following is more likely to generate the potentiality to overcome "critical mass"?

A) First-move advantage.

B) Metcalfe's law.

C) Long-tail theory.

D) Moore's law.

15. Which of the following refers to the ability of a computer, product, or system to expand to serve a larger number of users without breaking down?

A) Hot Swap.

B) Scalability.

C) Expandability.

D) Disintermediation.

16. Automated toll-collection systems use which type of RFID tags:

A) Reactive.

B) Passive.

C) Active.

D) Receptive.

17. Currently, the protocols used for secure information transfer over the Internet are:

A) TCP/IP and SSL.

B) S-HTTP and CA.

C) HTTP and SET.

D) SSL and S-HTTP.

18. A distortion of information about the demand for a product as it passes from a lower party to a upper party across the supply chain is called:

A) bullwhip effect.

B) ripple effect.

C) replenishment effect.

D) exponential effect.

19. Which of the following are NOT used to capture tactic knowledge?

A)Expert systems.

B)Case-Based Reasoning.

C)Fuzzy Logic.

D)Intelligent Agents.

20. In data mining, occurrences linked to a single event are called:

A)associations.

B)sequences.

C)classifications

D)clusters.

二、何謂 CMMI 模式？模式中各層級的特徵為何？(10%)

三、燦坤 3C 在中部一家門市開張前，先將附近地區門市的會員資料做一彙整，並分成已購買與未購買 LCD 的兩群。在分析過已購買的這群會員的特性之後，再從未購買的會員中篩選出條件相似度最高的三千名會員寄發促銷廣告，結果回購率遠超過平時的促銷活動。原先分散在各營業據點的資料，經過彙整處理後可以產生效益。美國銀行(Bank of America)早在 80 年代末，就發現資訊整合的重要，當該公司初步整合各分公司的資源時，保守估計生產力便已提升百分之二十。請問

(1)「資訊整合」對於企業建立競爭優勢有何幫助？(10%)

(2)「資訊整合」包括哪些內涵？(10%)

四、一般認為資訊科技可以降低市場交易成本，使企業傾向透過市場獲取資源，避免因交易內部化所造成的限制。MRO(Maintenance, Repair, and Operations)是所有企業營運的必要資源，有相當多的企業投入 MRO 的供應行列，網際網路的興起促成 MRO 電子市集的出現。請以「交易成本理論」分析經營 MRO 電子市集的資訊策略。問題：

(1)何謂「交易成本」，包含哪些項目？(5%)

(2)影響「交易成本」的因素有哪些？(5%)

(3)MRO 電子市集經營者如何運用資訊科技協助顧客降低交易成本，以增進獲利。(提示：MRO 屬間接、支援性質，俱多樣少量的需求特性)(20%)