

國立高雄大學 103 學年度研究所碩士班招生考試試題

科目：資訊管理
考試時間：100 分鐘

系所：資訊管理學系
本科原始成績：100 分

是否使用計算機：否

一、選擇題 (40%)

1. The four kinds of structural organizational change enabled by IT, in order from least to most risky, are
 - A) rationalization, automation, reengineering, and redesigning.
 - B) rationalization, automation, reengineering, and paradigm shift.
 - C) automation, rationalization, reengineering, and paradigm shift.
 - D) automation, redesigning, restructuring, and paradigm shift.
2. A bank has reworked its mortgage application process so that several steps are handled by computer software, and some steps are combined to reduce bottlenecks in processing. The goal is to gradually improve its efficiency over time. This is an example of
 - A) automation.
 - B) rationalization of procedures.
 - C) paradigm shift.
 - D) business process redesign.
3. An upscale organic foods grocery chain is implementing an information system that will enable it to add same-day home delivery of groceries to its customers. This is an example of
 - A) automation.
 - B) rationalization of procedures.
 - C) paradigm shift.
 - D) business process redesign.
4. In which type of systems building are the development stages organized so that tasks in one stage are completed before the tasks in the next stage begun?
 - A) traditional
 - B) prototyping
 - C) RAD
 - D) all of the above
5. Expertise and experience of organizational members that has not been formally documented best describes
 - A) wisdom.
 - B) information.
 - C) data.
 - D) tacit knowledge.
6. Changing organizational behavior by sensing and responding to new experience and knowledge is called
 - A) change management.
 - B) knowledge networking.
 - C) the knowledge value chain.
 - D) organizational learning.
7. You are advising a multimedia company on the best type of knowledge management system to help them archive digital video and sound clips. Which of the following will suit their needs?
 - A) enterprise content management system
 - B) digital asset management system
 - C) knowledge network system
 - D) VRML system

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8. In a phenomenon called _____, some argue that large numbers of people can make better decisions about a wide range of topics or products than a single person or even a small committee of experts.
- A) the wisdom of crowds
 - B) outsourcing
 - C) crowdsourcing
 - D) social networking
9. Exposing an individual to ads that are chosen and based on the recorded and analyzed online behavior of the individual is referred to as
- A) clickstream advertising.
 - B) behavioral targeting.
 - C) online profiling.
 - D) long-tail marketing.
10. A suite of integrated software modules for finance and accounting, human resources, manufacturing and production, and sales and marketing that allows data to be used by multiple functions and business processes best describes
- A) SCM software.
 - B) ERP systems.
 - C) ERM software.
 - D) CRM modules.
11. A set of self-contained services that communicate with each other to create a working software application is called
- A) Web services.
 - B) EAI software.
 - C) SOA.
 - D) SOAP.
12. You have been asked to implement enterprise software for a manufacturer of kitchen appliances. What is the first step you should take?
- A) Select the functions of the system you wish to use.
 - B) Select the business processes you wish to automate.
 - C) Map the company's business processes to the software's business processes.
 - D) Map the software's business processes to the company's business processes.
13. A network of organizations and business processes for procuring raw materials, transforming these materials into intermediate and finished products, and distributing the finished products to customers is called a
- A) distribution channel.
 - B) supply chain.
 - C) value chain.
 - D) marketing channel.
14. Place the following eras of IT infrastructure evolution in order, from earliest to most recent: (1) Cloud Computing Era (2) Client/Server, (3) Enterprise Era, (4) Personal Computer, and (5) Mainframe and Minicomputer.
- A) 4, 5, 3, 2, 1
 - B) 5, 4, 2, 3, 1
 - C) 4, 5, 2, 3, 1
 - D) 5, 4, 2, 1, 3

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15. The Federal Trade Commission FIP principle of Notice/Awareness states that
- A) customers must be allowed to choose how their information will be used for secondary purposes other than the supporting transaction.
 - B) data collectors must take responsible steps to assure that consumer information is accurate and secure from unauthorized use.
 - C) there is a mechanism in place to enforce FIP principles.
 - D) Web sites must disclose their information practices before collecting data.
16. What legal mechanism protects the owners of intellectual property from having their work copied by others?
- A) patent protection
 - B) intellectual property law
 - C) copyright law
 - D) fair use doctrine
17. The "do anything anywhere" computing environment can
- A) make work environments much more pleasant.
 - B) create economies of efficiency.
 - C) centralize power at corporate headquarters.
 - D) blur the traditional boundaries between work and family time.
18. Re-designing and automating business processes can be seen as a double-edged sword because
- A) increases in efficiency may be accompanied by job losses.
 - B) increases in efficiency may be accompanied by poor data quality.
 - C) support for middle-management decision making may be offset by poor data quality.
 - D) reliance on technology results in the loss of hands-on knowledge.
19. According to Leavitt's model of organizational resistance, the four components that must be changed in an organization in order to successfully implement a new information system are
- A) environment, organization, structure, tasks.
 - B) technology, people, culture, and structure.
 - C) organization, culture, management, and environment
 - D) tasks, technology, people, and structure.
20. Hilton Hotels' use of customer information software to identify the most profitable customers to direct services to is an example of using information systems to
- A) strengthen customer intimacy.
 - B) differentiate their service.
 - C) focus on market niche.
 - D) increase efficiency.

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二、填充題 (15%)

1. 企業流程改善共經歷了三次改革：BPR、BPM與TQM，請依照它們發生的先後順序進行排序：1980 年代_____→1990 年代_____→2000 年至今_____。
2. 在 Anthony 模式中，以支援層級的分類可以將 IS 分為三大類，請各舉一代表性系統與該類型的主要使用者：

	支援層級	IS 代表	使用者族群
高			
中			
低			

3. 雲端上有三種支援的層級，請依下表中的不同功能需求，寫出該層級的服務名稱：

功能需求	服務層級名稱
(1) 提供開發平台服務	
(2) 提供基礎設施服務	
(3) 提供應用系統服務	

三、問答題 (45%)

1. 請整合 Venkatraman 與 Sawy 的企業 e 化轉型模式，說明企業 e 化轉型的不同階段，並分別為 MRP, ERP, CRM, SCM, EC, KM 這六個議題進行定位。(15%)
2. 請說明 (1) 何謂 Long Tail Theory，並繪圖此一理論的樣貌；並舉一實例說明此理論。並 (2) 討論 Long Tail Theory 與 80 / 20 兩個理論的差異，與分別的適用時機。(15%)
3. 在當今資料的年代中有兩個主流的新興議題 (1) Big Data (2) Open Data。請 (1) 解釋這兩個名詞，(2) 並請提出可能的應用具體說明之。(15%)

	Big Data	Open Data
名詞解釋		
請提出可能的應用		