

國立高雄大學 101 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(甲組)
本科原始成績：100 分

是否使用計算機：否

一、 選擇題：(每題 3 分，共 30 分)

1. The value chain model

- A) categorizes five related advantages for adding value to a firm's products or services.
- B) sees the supply chain as the primary activity for adding value.
- C) categorizes four basic strategies a firm can use to enhance its value chain.
- D) helps a firm identify points at which information technology can most effectively enhance its competitive position.

2. _____ systems integrate supplier, manufacturer, distributor, and customer logistics processes.

- A) Collaborative distribution
- B) Supply-chain management
- C) Reverse logistics
- D) Enterprise planning

3. The three principal levels within a business organization hierarchy are

- A) senior management, operational management, and service workers.
- B) senior management, middle management, and operational management.
- C) senior management, operational management, and information systems.
- D) senior management, middle management, and service workers.

4. The Internet raises the bargaining power of customers by

- A) creating new opportunities for building loyal customer bases.
- B) making more products available.
- C) making information available to everyone.
- D) lowering transaction costs.

5. A colleague of yours frequently takes for his own personal use small amounts of office supplies, noting that the loss to the company is minimal. You counter that if everyone were to take the office supplies, the loss would no longer be minimal. Your rationale expresses which historical ethical principle?

- A) Kant's Categorical Imperative
- B) The Golden Rule
- C) The Risk Aversion Principle
- D) The "No free lunch" rule

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6. 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.
7. 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.
8. 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 semistructured problems appropriate for middle management decision making.
 - D) assumptions, responses to ad hoc queries, and graphic representations of existing data.
9. SaaS refers to
- A) supplying online access over networks to storage devices and storage area network technology.
 - B) managing combinations of applications, networks, systems, storage, and security as well as providing Web site and systems performance monitoring to subscribers over the Internet.
 - C) hosting and managing access to software applications delivered over the Internet to clients on a subscription basis.
 - D) none of the above.
10. Which model can be used to analyze the direct and indirect costs to help firms determine the actual cost of specific technology implementations?
- A) total cost of ownership
 - B) return on investment
 - C) breakeven point
 - D) cost benefit analysis

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二、 問答題：(五題，共計 70 分)

1. 請畫圖並說明何謂 MIS。(7 分)
2. 在 Enterprise Information System 中，EB 包括哪四大系統。(8 分)
3. 請圖示說明 ESS、TPS、DSS、MIS 四者的關係，並分別解釋此四個名詞的意義。(20 分)
4. 請(a)解釋何謂 Cloud Computing？(b)它包含了哪三種不同的服務類型？(c)請說明 Cloud Computing 將會為企業帶來什麼的變化。(20 分)
5. 請(a)解釋何謂 APP？(b)請簡述 APP 目前的發展現況，並說明(c)它對軟體產業會產生什麼樣的影響與衝擊。(15 分)