

# 元智大學 101 學年度研究所 碩士班 招生試題卷

系(所)別： 資訊管理學系碩  
士班

組別： 資管組 A

科目： 管理資訊系統

用紙第 1 頁共 5 頁

●不可使用電子計算機

一、選擇題：(Notes: 1-20 題是單選題，21-25 題是複選題。每題 2 分。)

提醒：填寫答案時，請先註明題號，再依 1, 2, 3, 4, 5 每五題一列的方式排列，以利閱卷。謝謝合作。

1. The basic activities of an information system are:
  - a. Data retrieval, manipulation, storage, and sorting
  - b. Processing, storage, sorting and distribution.
  - c. Input, storage, output and distribution.
  - d. Input, processing, output and feedback
  - e. None of the above
  
2. Comparing computer literacy with information systems (IS) literacy, which of the following statements is true?
  - a. Computer literacy is a synonym of information systems literacy.
  - b. Computer literacy requires accounting skills and behavioral science training.
  - c. IS literacy requires only technical knowledge about computers.
  - d. IS literacy requires both technical knowledge about computers and behavioral knowledge about organizations.
  - e. None of the above.
  
3. As compared to Korea, Japan, and Hong Kong, insufficient networking capacity is the \_\_\_\_\_ dimension of business problems for developing digital convergence industry for Taiwan.
  - a. managerial
  - b. organizational
  - c. people
  - d. technological
  - e. none of the above
  
4. Which of the following statements on "Data," "Information," and "Knowledge," is false?
  - a. Data are streams of raw facts
  - b. Information is data that have been processed into a meaningful form.
  - c. Whether Taiwan government will allow beef products that contain leanness enhancers (瘦肉精) to be imported into Taiwan should be based on the data collected from healthy assessment of beef consumers.
  - d. We accumulate knowledge after applying information to solve international trade problems with foreign countries.
  - e. None of the above
  
5. Which of the following statements about business process integration and enterprise applications is false?
  - a. CRM is an enterprise application to manage relationship with suppliers and customers.
  - b. Knowledge management systems enable firms better manage their knowledge assets.
  - c. An ERP system may change employers' power over information.
  - d. A company's business process is not a source of its core competence.
  - e. None of the above.

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6. The most appropriate wireless networking standard for creating an emergency network that allows *Emergency Medical Technician (EMT)* to transmit digitized medical data of the patient to a hospital emergency room when the ambulance is on the road :
- 3G
  - WiMax.
  - WiFi.
  - Bluetooth.
  - None of the above
7. Most college students find their jobs from human resource websites (such as 104), but not from ads on newspapers or state-owned *recruitment resource centers* . Which one of the following features of E-commerce has changed the way of getting a job:
- Disintermediation
  - Reintermediation
  - Micro-payment
  - Cross sale
  - None of the above.
8. When you join and support the anti-Makiyo fan club on Facebook, you possibly are involved in the operation of \_\_\_\_\_
- Green Peace
  - Social networking
  - Online Marketplace
  - Content provider
  - Transaction broker
9. You download fancy Apps (each costs less than NT\$50) via your smart phone, and later you mobile phone service provider adds app charges onto your regular bill. What is the payment method of this kind of transaction?
- Charge on transfer
  - Charge on delivery
  - Pre-paid Micro-payment
  - Post-paid Micro-payment
  - None of the above.
10. The Internet-based fashion brand Lativ — which had previously marketed itself as a made-in-Taiwan (MIT) brand — recently issued a statement on Its Web site on Feb, 7 stating "If you only purchase MIT products, then we sincerely suggest that you do not place an order with us." What problem Lative has from this statement?
- System integration
  - Supply chain
  - Knowledge management

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- d. Customer relationship management
  - e. None of the above.
11. The Internet-based fashion brand Lativ also stated that since 2010, it had moved some of its production to China, Vietnam and Indonesia. What is competitive strategy Lativ uses for such a move?
- a. Focused differentiation.
  - b. Low-cost producer.
  - c. Marketing differentiation
  - d. Product differentiation.
  - e. Quality differentiation.
12. Information technology can let managers easily oversee a greater number of employees. That is, using information technology can reduce \_\_\_\_\_.
- a. transaction costs.
  - b. service costs.
  - c. agency costs.
  - d. information retrieval costs.
  - e. None of the above.
13. Do you know that you can get Angry Birds on at least 25 different platforms? While it started on the iPhone, you can also get it on the iPad, Android devices, Playstation 3, the MAC, a PC version, the list goes on. So what is the business model behind Angry Birds?
- a. Focused Differentiation.
  - b. Lost cost.
  - c. Marketing Differentiation.
  - d. Channel Ubiquity
  - e. Entry barrier
14. A personalization technique used to provide recommendations based on purchases by customers with similar interests is called
- a. Clickstream Tracking.
  - b. Cloud Computing
  - c. Collaborative filtering
  - d. Crowdsourcing
15. Wikipedia allows anyone to edit materials on any topic in which he or she is interested. Thus Wikipedia is a success story of web-based \_\_\_\_\_.
- a. Clickstream Tracking.
  - b. Cloud Computing
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16. A model of supply chain that is driven by actual customer orders or purchases:
  - a. pull-based model.
  - b. build-to-stock model.
  - c. push-based model.
  - d. replenishment-driven model.
  
17. Someone feels he cannot keep up with the progress of new technology even he has subscribed and read a variety of technological e-newsletters and magazines. The man is possibly suffering
  - a. carpal tunnel syndrome
  - b. computer vision syndrome
  - c. Repetitive Stress injury
  - d. technostress
  - e. None of the above
  
18. Google will enforce on single privacy policy across many services it offered in March. This change has raised a lot of attention about our
  - a. Accountability and control
  - b. Information rights
  - c. Intellectual property rights
  - d. Quality of life
  - e. System quality
  
19. Comparing traditional goods to digital goods, which one is false?
  - a. The copying cost of digital good is approximately zero.
  - b. The delivery cost of digital goods is similar to that of traditional goods.
  - c. The marketing costs for digital and traditional goods remain variable.
  - d. The production cost of digital goods is almost its total cost.
  
20. Comparing digital markets to traditional markets, which one is false?
  - a. Digital markets reduce information asymmetry.
  - b. Digital markets lower search costs.
  - c. Traditional markets allow instant dynamic pricing.
  - d. Traditional markets have weaker network effect.
  
21. Which of the following statements about different types of information systems are true?
  - a. TPS perform and record daily activities at the operational level.
  - b. MIS serve the monitoring, controlling, and decision making of middle managers.
  - c. DSS support non-routine decision making and what-if analysis.
  - d. ESS help senior managers make strategic and long-term decisions.
  - e. None of the above.

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22. Which of the following statements about intelligent techniques are **true**?
- Expert systems often capture knowledge of a specific expertise in a form of rules.
  - Fuzzy logic tolerates imprecision in solving problems
  - Genetic algorithms help find the best solution to a problem.
  - Intelligent agents are smart phones that help us solve difficult problems.
  - Neural networks emulate the processing patterns of the human brain.
23. Which statements about ERP (Enterprise Resource Planning) are **true**?
- ERP is built around thousands of predefined business processes that reflect best practices.
  - ERP system is based on a suite of integrated software modules and a common database.
  - ERP system enables new information to be spread firm-wide quickly.
  - ERP system allows quick customization tailored to fit an organization's business processes.
24. Which of the following statements about supply chain management (SCM) are **true**?
- A company which adopts "sell what we made" strategy has a pull-based SCM
  - Dell computer's build-to-order model is an example of push-based SCM.
  - SCM helps reduce inventory, transportation and warehousing costs.
  - SCM ties together all business units of a firm using a single system.
  - SCM typically include activities of plan, source, make, delivery, and return.
25. How the Internet changes the economics of information?
- Reduce information asymmetry
  - Increase richness
  - Enable ubiquity
  - Increase Reach
  - None of the above.

## 二. 問答題:

- 美國政府的國家標準與科技局 (NIST, National Institute of Standards and Technology) 定義了三種雲端運算的服務模式: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). 請簡述這三種模式的內容, 並且提出實例說明之。(15%)
- Search Engine Marketing 的做法基本上可分為 Sponsored Links (例如 Google 的關鍵字廣告), 和 SEO (Search Engine Optimization), 請依 (1) 運作模式 (2) 適用時機 (3) 成效評估 三方面比較兩者的異同。(15%)
- 市場上開發 Apps 的主流平台有 Android 和 Apple 的 iOS. 如果你的老闆給你一批有限的資源 (人力, 預算), 要求你在六個月內開發出一套 Taiwan must Go Places! (台灣必遊景點) 的 Apps 給國內外觀光客使用. 還有, 這套系統未來還要擴充其他新的功能. 那麼你會選擇 Android 或者 iOS? 為什麼? (20%)