

國立虎尾科技大學 101 學年度研究所（碩士班）考試入學試題

所別：資訊管理系碩士班

科目：考試科目 2（管理資訊系統）

注意事項：

- (1) 本試題共有選擇題二十題，每題三分，共六十分；問答題四題，每題十分，共四十分，合計一百分。
- (2) 請依序作答在答案卷上並註明題號。

一、選擇題：（每題 3 分，共 60 分）

1. An example of a business using information systems to create new products and services is:
 - a. Wal-Mart's RetailLink system.
 - b. the Mandarin Oriental hotel's customer-preference tracking system.
 - c. Verizon's Web-based digital dashboard.
 - d. Apple Inc.'s iPod.

2. Which of the following are environmental actors that interact with an organization and its information systems?
 - a. Customers
 - b. Suppliers
 - c. Regulatory agencies
 - d. All of the above

3. Which main business function is responsible for maintaining employee records?
 - a. Sales and marketing
 - b. Human resources
 - c. Finance and accounting
 - d. Manufacturing and production

4. _____ is the process that integrates supplier, manufacturer, distributor, and customer logistics processes.
 - a. Collaborative distribution
 - b. Supply-chain management
 - c. Reverse logistics
 - d. Enterprise planning

5. The introduction of the minicomputer:
 - a. allowed computers to be customized to the specific needs of departments or business units.

- b. enabled decentralized computing.
 - c. offered new, powerful machines at lower prices than mainframes.
 - d. all of the above
6. A SAN is a:
- a. server area network.
 - b. storage area network.
 - c. scalable architecture network.
 - d. service-oriented architecture network
7. A software tool with a graphical user interface for displaying Web pages and for accessing the Web and other Internet resources is called a:
- a. JVM.
 - b. Web browser.
 - c. FTP client.
 - d. All of the above
8. A field identified in a table as holding the unique identifier of the table's records is called the
- a. primary key.
 - b. key field.
 - c. primary field.
 - d. unique ID.
9. The process of streamlining data to minimize redundancy and awkward many-to-many relationships is called:
- a. normalization.
 - b. data scrubbing.
 - c. data cleansing.
 - d. data defining.
10. The tool that enables users to view the same data in different ways using multiple dimensions is:
- a. predictive analysis.
 - b. SQL.
 - c. OLAP.
 - d. data mining.
11. One of the most interesting developments in worldwide telecommunications is ____ file sharing through the Internet: anyone with access to the Internet can download one of several free applications that help locate and download files from any online computer.

- a. B2B
- b. P2P
- c. B2C
- d. C2C
- e. None of the above

12. ____ is the process of ensuring that the person who sends a message to or receives a message from you is indeed that person.

- a. Naming
- b. Authorization
- c. Identification
- d. Authentication
- e. None of the above

13. ____ keys link one table to another within the database.

- a. Primary
- b. Foreign
- c. Composite
- d. Related
- e. None of the above

14. Which of the following is the message exchange mechanism for web services?

- a. HTML
- b. UDDI
- c. SOAP
- d. XML

15. Which of the following is NOT a typology of computer networks?

- a. LAN
- b. WAN
- c. MAN
- d. None of the above.

16. Which of the following is NOT a correct description of ERP?

- a. An ERP system has many modules.
- b. It is evolved from DSS.
- c. It needs business re-engineer.
- d. SAP is a dealer for ERP system.

17. Using numerous computers to inundate and overwhelm the network from numerous launch points is called:
- spamming.
 - spoofing.
 - DDoS.
 - cybervandalism.
 - None of the above
18. In a BI system, the tool that enables users to view the same data in different ways using multiple dimensions is:
- predictive analysis.
 - OLAP.
 - SQL.
 - data mining.
 - None of the above
19. The ____ describes the structure of the database being designed: the names and types of fields in each record type and the general relationships among different sets of records or files.
- model
 - schema
 - hierarchy
 - ER diagram
 - None of the above
20. PeopleSoft, Baan, and SAP all provide ____ software.
- graph processing
 - database
 - ERP
 - word processing
 - None of the above

二、問答題：(每題 10 分，共 40 分)

1. Define business process. What might be a business process used at a hospital?
2. What are the differences between data mining and OLAP? When would you advise a company to use OLAP?
3. What is business intelligence and how can a company use it to increase profits?
4. Discuss the reasons for Apple's success in the smartphone market.