₩ **國立雲林科技大學**101 學年度碩士班暨碩士在職專班招生考試試題

系所:資管系

科目:資訊管理導論

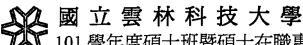
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7. A firm that focuses on customer value: A. Recognizes that price, rather than quality, has become the primary determinant in a customer's perception of value. B. Anticipates future customer needs and responds to customer concerns. C. Provides better-than-average customer service. D. None of the choices is correct. 8. Business process reengineering is best defined as: A. A key technology to reduce customer late payments B. A radical redesign of business processes to achieve improvements in cost, quality, speed, or service C. A key way to ensure successful improvement in processing D. All of the choices are correct. 9. An agile company supports _ by offering individualized products while maintaining high volumes of production. A. high growth B. mass customization C. its suppliers and competitors D. All of the choices are correct. 10. A virtual company: A. Uses IT to link people, organizations, assets, and ideas. B. Creates virtual workgroups and alliances to exploit fast-changing business opportunities. C. Uses the Internet, intranets, and extranets to support alliances with manufacturers. D. All of the choices are correct. is a standard set of rules and procedures for the control of communication in a network. A. amplification B. algorithm C. protocols D. transponders layer in an OSI model provides communications services for end 12. The users. A. application B. data link C. network D. transport 13. Communications channels such as microwave, fiber optics, or satellite transmission that provide high-speed transmission rates typically use _____ channels. A. broadband B. narrow-band C. wireless D. voice-band 14. VoIP works by digitizing a voice signal, chopping it into , and then sending them over a company's computer network or the Internet, much like data or email. A. bits B. packets C. characters



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15. Electronic mail, voice mail, f	axing, Web publishing,	, bulletin board systems,	and paging
are considered	tools.		

- A. electronic communication
- B. collaborative work management
- C. electronic conferencing
- D. All of the choices are correct.
- 16. Marketing information systems can help marketing managers with:
 - A. Customer relationship management
 - B. Product planning and pricing
 - C. Targeted marketing strategies
 - D. All of the choices are correct.
- 17. Advertising strategies based on a variety of tracking techniques, such as Web "cookies" is an example of which targeted marketing component?
 - A. Context.
 - B. Content.
 - C. Community.
 - D. Online behavior.
- 18. When a manufacturer automates production of a product by installing computer systems to monitor processes and robots to do some of the assembly tasks, it is an example of
 - Λ. computer integrated manufacturing
 - B. computer-aided manufacturing
 - C. process control
 - D. task control
- 19. Which of the following statements most accurately describes the *strategic* level of management?
 - A. Composed of a board of directors and an executive committee of the CEO and top executives who develop overall organizational goals, strategies, policies, and objectives as part of a strategic planning process
 - B. Composed of self-directed teams and middle managers, who develop short-and medium-range plans, schedules, and budgets
 - C. Composed of self-directed teams or supervisory managers who develop short-range plans, according to procedures and within the budgets and schedules established for the teams and other workgroups of the organization
 - D. None of the choices are correct.
- 20. Business intelligence applications are based on all of the following *except*:
 - A. Personalized and Web-enabled information analysis
 - B. Knowledge management
 - C. Rapid information input processes
 - D. Decision support technologies
- 21. An intelligent agent is:
 - A. A software surrogate that accomplishes specific tasks for users
 - B. Database software used to analyze current sales trends
 - C. A marketing software system used to do statistical analysis
 - D. A software package used by robots

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- 22. Which of the following is an example of an intangible cost?
 - A. Employee salaries
 - B. Loss of customer goodwill
 - C. Reduced inventory-carrying costs
 - D. Improved customer service
- 23. User interface design refers to the development of:
 - A. Programs and procedures to be used by end-users
 - B. Display screens, forms and reports, and interactive computer user dialogs
 - C. User training manuals
 - D. The structure of databases and files accessible by end users
- 24. The chief information officer is a(n) level IT manager
 - A. tactical
 - B. strategic
 - C. operational
 - D. departmental
- 25. Which of the following is the number one reason that companies outsource?
 - A. Reduce and control operating costs
 - B. Accelerate re-engineering benefits
 - C. Gain access to world-class capabilities
 - D. Share risks

Ⅲ、問答題 50%(請清楚標註題號,寫在答案紙上):

- A1. What are Server Farms, Virtualization, Cloud computing, Edge computing, and Autonomic computing? (10%)
- A2. You are the chief information officer (CIO) of a small company with a rapidly growing customer base. You are considering using one of the following kinds of CRM systems: on-premise, on-demand, and open-source. Describe and discuss the pros and cons of each type of CRM system for your business. (10%)
- A3. There are four major threats to wireless networks: rouge access points, war driving, eavesdropping, and RF jamming. Describe each of them, and analyze which of these threats is the most dangerous for a business, and which is the most dangerous for an individual? (12%)
- A4. Define enterprise storage, and describe the various types of enterprise storage. (8%)
- A5. Describe three alternate methods that can be used for systems development, other than SDLC and prototyping. (10%)