※ 考生請注意：本試題不可使用計算機。　請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

一、選擇題(每題4分)

1. Dell Computer's use of information systems to improve efficiency and implement "mass customization" techniques to maintain consistent profitability and an industry lead illustrates which business objective?
A) improved flexibility
B) competitive advantage
C) improved business practices
D) survival

2. Verizon's implementation of a Web-based digital dashboard to provide managers with real-time information such as customer complaints is an example of
A) improved efficiency.
B) improved decision making.
C) improved flexibility.
D) customer and supplier intimacy.

3. Which of the following is *not* one of the current changes taking place in information systems technology?
A) growing business use of "big data"
B) growth in cloud computing
C) emerging mobile platform
D) development of videopresence software

4. Which of the following is *not* a property of big data?
A) volume
B) vicinity
C) velocity
D) variety

5. _____ systems are especially suited to situations in which the procedure for arriving at a solution may not be fully defined in advance.
A) Management information
B) Knowledge management
C) Transaction processing
D) Decision-support

6. Executive support systems are information systems that support the

A) knowledge and data workers in an organization.

B) day-to-day processes of production.

C) decision making and administrative activities of middle managers.

D) long-range planning activities of senior management.

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

A) Supply-chain management

B) Reverse logistics

C) Collaborative distribution

D) Enterprise planning

8. Which of the following statements is *not* true about information technology's impacts on business firms?

A) It helps firms lower the cost of market participation.

B) It helps reduce transaction costs.

C) It helps firms expand in size.

D) It helps reduce internal management costs.

9. Barnes & Noble's apps for its e-reader, the Nook, is an example of a firm using information systems to

A) develop synergies with publishers.

B) focus on market niche.

C) strengthen ties to its customers.

D) remove publishers from the industry value chain.

10. The four major types of competitive strategy are

A) low-cost leadership; substitute products and services; customers; and suppliers.

B) low-cost leadership; new market entrants; product differentiation; and focus on market niche.

C) new market entrants; substitute products and services; customers; and suppliers.

D) low-cost leadership; product differentiation; focus on market niche; and customer and supplier intimacy.

11. The Internet raises the bargaining power of customers by

A) lowering transaction costs.

B) creating new opportunities for building loyal customer bases.

C) making information available to everyone.

D) making more products available.

12. The value chain model

A) categorizes four basic strategies a firm can use to enhance its value chain.

B) helps a firm identify points at which information technology can most effectively enhance its competitive position.

C) sees the supply chain as the primary activity for adding value.

D) categorizes five related advantages for adding value to a firm's products or services.

13. The most successful solutions or methods for achieving a business objective are called

A) core competencies.

B) best processes.

C) best practices.

D) value activities.

14. The more any given resource is applied to production, the lower the marginal gain in output, until a point is reached where the additional inputs produce no additional output. This is referred to as

A) network inelasticity.

B) supply and demand.

C) the law of diminishing returns.

D) the point of no return.

15. The use of computers to combine data from multiple sources and create electronic dossiers of detailed information on individuals is called

A) profiling.

B) targeting.

C) phishing.

D) spamming.

16. The process in law-governed societies in which laws are known and understood and there is an ability to appeal to higher authorities to ensure that the laws are applied correctly is called

A) the courts of appeal.

B) accountability.

C) due process.

D) liability.

17. Which of the following is a leading networking hardware provider?

A) Dell

B) Seagate

C) Cisco

編號： 248

國立成功大學 106 學年度碩士班招生考試試題

系　　所：會計學系

考試科目：管理資訊系統

考試日期：0214，節次：3

第 4 頁，共 4 頁

D) IBM

18. Which of the following does grid computing utilize to create enormous supercomputing power?

A) networked computers with idle resources

B) networks with low usage

C) underutilized mainframe computers

D) massive unused data centers

19. _____ are created by combining and customizing components from different online software applications.

A) Apps

B) SaaS

C) Web services

D) Mashups

20. SaaS refers to

A) hosting and managing access to software applications delivered over the Internet to clients on a subscription basis.

B) supplying online access over networks to storage devices and storage area network technology.

C) managing combinations of applications, networks, systems, storage, and security as well as providing Web site and systems performance monitoring to subscribers over the Internet.

D) none of the above.

二、問答題

1. You are advising the owner of Smalltown Computer, a new, local computer repair store that also builds custom computers to order. What competitive strategies could Smalltown Computer exert? Which ones will it have difficulty exercising? (12分)

2. Please explain each of the following terms: (8分)

A) Immanuel Kant's Categorical Imperative

B) cloud computing

C) outsourcing

D) scalability