

考試科目	管理資訊系統	所別	資訊管理學系	考試時間	3月16日 星期日	第三節
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**選擇題(每題三分)**

1. An information system can be defined technically as a set of interrelated components that collect (or retrieve), process, store, and distribute information to support:
  - a. decision making and control in an organization.
  - b. communications and data flow.
  - c. managers analyzing the organization's raw data.
  - d. the creation of new products and services.
2. Disciplines that contribute to the technical approach to information systems are:
  - a. computer science, engineering, and networking.
  - b. operations research, management science, and computer science.
  - c. engineering, utilization management, and computer science.
  - d. management science, computer science, and engineering.
3. The costs for firms operating on a global scale have been drastically reduced by:
  - a. networking technology.
  - b. investments in organizational complementary assets.
  - c. the Internet.
  - d. the rise of digital content.
4. An information system can enhance core competencies by:
  - a. providing better reporting facilities.
  - b. creating educational opportunities for management.
  - c. allowing operational employees to interact with management.
  - d. encouraging the sharing of knowledge across business units.
5. Tools that record customer activities at Web sites and store them in a log for further analysis are called:
  - a. clickstream tracking tools.
  - b. customer tracking tools.
  - c. collaborative filtering tools.
  - d. filtering tools.
6. Net marketplaces:
  - a. focus on continuous business process coordination between companies for supply chain management.
  - b. operate as independent intermediaries between buyers and sellers.
  - c. are geared towards short-term spot purchasing.
  - d. are more relationship oriented and less transaction oriented than private industrial networks.
7. The set of business processes, culture, and behavior required to obtain value from investments in information systems is one type of:
  - a. knowledge culture.
  - b. knowledge discovery.
  - c. organizational and management capital.
  - d. organizational routine.

備	考	試	題	隨	卷	繳	交
命題委員：						(簽章) 97年3月5日	

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8. Virtual reality systems:

- provide engineers, designers, and factory managers with precise control over industrial design and manufacturing.
- provide an important source of expertise for organizations.
- allow groups to work together on documents.
- provide architects, engineers, and medical workers with precise, photorealistic simulations of objects.

9. GDSS are most useful for tasks involving:

- session planning, organizational memory, personal productivity, and enterprise analysis.
- idea generation, complex problems, and large groups.
- idea generation, idea organization, prioritizing, and policy development.
- session planning, prioritizing, policy development, and organizational memory.

10. Two of the management challenges in developing global systems are:

- managing the privacy concerns of different countries and coordinating applications development.
- creating a financial structure that will operate internationally and managing the privacy concerns of different countries.
- agreeing on common user requirements and managing the privacy concerns of different countries.
- coordinating of software releases and introducing of changes in business processes.

問答題(每題十分)

- 資訊部門要達成資訊科技與業務的校準(alignment)並有效地使用資訊資源,應具備哪些功能,請由資訊部門所需要具備的功能流程說明之?
- 資訊部門組織結構要如何設計才能同時滿足總部與分公司的各項資訊需求,請從極權與分權的角度來說明資訊部門組織要如何設計才能同時做到資訊資源的整合與差異化?
- 資訊部門為促成企業流程與資料的整合和標準化,應定義什麼 IT 規範,請舉例說明?
- 請說明入口網站、維基百科、社會網路書籤,以及學習管理系統對於推動知識管理所扮演的角色。
- 什麼是公司能夠追求由資訊系統帶動的競爭策略?資訊系統如何支援這些競爭策略?請舉例說明。
- 比較物件導向方法與傳統結構化方法在系統塑模與設計的不同處?並舉例說明各方法適用於哪種類型的企業資訊系統。
- 何謂商業智慧(business intelligence)?何謂競爭智慧(competitive intelligence)?與資料庫科技有什麼關係?

備 考 試 題 隨 卷 繳 交

命 題 委 員 :

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