

朝陽科技大學 97 學年度碩士班招生考試試題

系 (所) 別：資訊管理系
組 別：一般生
科 目：資訊管理導論

總分：100 分

第 1 頁共 3 頁

Instructions: You are required to answer ALL of the questions in Section I (Choice Questions) and Section II (Essay Questions).

I. Choice Questions. (Total: 52%, 4% per question. Please answer ALL questions. There is only one correct answer to each question.)

1. Compared to data warehouses, data marts have which one of the following characteristics?
(A) cost more
(B) have longer lead time for implementation
(C) have local rather than central control
(D) contain more information
2. Which of the following is NOT a characteristic of XML?
(A) describes how the data are to be displayed on a Web page
(B) improves compatibility between the disparate systems of business partners
(C) can be used to send complex messages that include different files
(D) defines the meaning of data in business documents
3. Which of the following is NOT a problem along the supply chain?
(A) poor customer service
(B) high inventory costs
(C) loss of revenues
(D) decreased cycle times
4. Database designers document their data model with a(n):
(A) entity-relationship diagram
(B) object-oriented diagram
(C) applet-diagram
(D) cube-diagram
5. Which of the following systems are NOT considered to be enterprise systems?
(A) accounting information systems
(B) enterprise resource planning systems
(C) customer relationship management systems
(D) decision support systems

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第 2 頁共 3 頁

6. With regard to mobile computing, _____ means that knowing where a user is physically being a key to offering relevant products and services.
(A) localization of products and services
(B) instant connectivity
(C) convenience
(D) personalization
7. _____ is a shared network service that works well on reliable lines and do not require frequent retransmissions because of error.
(A) VAN
(B) Frame relay
(C) ISDN
(D) Broadband
8. In an RFID system, a(n) _____ is electronically programmed with information that can uniquely identify an item such as an electronic code.
(A) reader
(B) antenna
(C) microchip
(D) transponder
9. _____ reports contain special information not found in routine reports.
(A) Ad hoc
(B) Summary
(C) Drill-down
(D) Key-indicator
10. Which of the following is NOT a characteristic of a transaction processing system?
(A) large amounts of data processed
(B) sources of data mainly internal
(C) high level of accuracy, data integrity, and security
(D) high level of summarization

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第 3 頁共 3 頁

11. 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
12. Which one of the following is an example of a structured decision at the operational level of management?
- (A) site location
 - (B) production scheduling
 - (C) new business planning
 - (D) inventory control
13. In _____ type of e-commerce, business partners work together electronically.
- (A) business-to-business
 - (B) collaborative commerce
 - (C) business-to-consumer
 - (D) Intrabusiness

II. Essay Questions (Total: 48%)

1. Define and explain ALL of the following terms:
- (a) viral marketing (4%)
 - (b) online analytical processing (4%)
 - (c) bullwhip effect (4%)
 - (d) pervasive computing (4%)
2. (a) What is business intelligence? (6%)
- (b) How does business intelligence work? (10%)
3. (a) What are the characteristics and capabilities of decision support systems? (8%)
- (b) What are the components of a decision support system? (8%)