

# 國立中正大學 108 學年度碩士班招生考試試題

科目名稱：管理資訊系統

本科目共 5 頁 第 1 頁

系所組別：會計與資訊科技學系-乙組

## 一、單選題 (50%，每題 2 分)

1. Which of the following represents buyer power in Porter's Five Forces Model?
  - A) Low when buyers have many choices of whom to buy from and high when their choices are few
  - B) High when buyers have many choices of whom to buy from and low when their choices are few
  - C) Low when buyers have many customers of whom to buy from and low when their customers are few
  - D) High when buyers have many customers of whom to buy from and low when their customers are few
2. Why do relational databases use primary keys and foreign keys?
  - A) To create a database
  - B) To create physical relationships
  - C) To create logical relationships
  - D) All of the above
3. What represents a new approach to middleware by packaging together commonly used functionality, such as providing prebuilt links to popular enterprise applications, which reduces the time necessary to develop solutions that integrate applications from multiple vendors?
  - A) Middleware
  - B) Enterprise application integration middleware
  - C) Automated business process
  - D) e-business infrastructure
4. Which of the following is not one of the four laws of disruptive technologies?
  - A) Organizations depend on customers and investors for resources
  - B) Large markets do not meet the growth needs of small organizations
  - C) It is difficult to analyze a market that does not exist
  - D) Technology supply may not equal technology demand
5. What is a sequential, activity-based process in which each phase in the SDLC is performed sequentially from planning through implementation and maintenance?
  - A) RAD methodology
  - B) Agile methodology
  - C) Waterfall methodology
  - D) None of the above
6. Managers as planners, organizers, coordinators, decision makers, and controllers describe the principles of the:
  - A) Classical model of management.
  - B) Interpersonal model of management.
  - C) Transactional model of management.
  - D) Virtual organization.
7. Machine language:
  - A) is the language the computer executes.
  - B) is a set of programs written for specific functions performed by end-users.
  - C) is special system software that translates a high-level language into machine language for execution

by the computer.

D) is written in a high-level language that must be translated into machine language to be executed by the computer.

8. The bottom layer of TCP/IP is:

A) the network interface.

B) the IP.

C) the application.

D) the physical net.

9. Organizations can potentially obtain very large payoffs from their investments in information technology if they:

A) rethink and radically redesign their business processes before applying computing power.

B) seek paradigm shifts.

C) use systems analysis techniques.

D) pursue reengineering strategies to transform how the organization carries out its business.

10. The present value is found by the formula:

A)  $(\text{Total benefits} - \text{Total cost} - \text{Depreciation}) / \text{Useful life}$

B)  $\text{Present value of cash inflows} / \text{Investment}$

C)  $\text{Payment} * (1 - (1 + \text{interest})^{-n}) / \text{Interest}$

D)  $\text{Net benefit} / \text{Total initial investment}$

11. The \_\_\_\_\_ model is used to describe the interaction of external forces that affect an organization's strategy and ability to compete.

A) network economics

B) competitive forces

C) demand control

D) competitive advantage

12. Connecting geographically remote computers in a single network to create a "virtual supercomputer" is called

A) edge computing.

B) co-location.

C) grid computing.

D) utility computing.

13. \_\_\_\_\_ controls ensure that valuable business data files on either disk or tape are not subject to unauthorized access, change, or destruction while they are in use or in storage.

A) Implementation

B) Administrative

C) Software

D) Data security

14. A large bureaucracy existing in a slowly changing environment that produces standard products and is dominated by centralized management making is classified by Mintzberg as a \_\_\_\_\_ bureaucracy.

A) professional

- B) divisionalized  
C) machine  
D) multidivisional
15. The principal capital budgeting models for evaluating information technology projects are the payback method, the accounting rate of return on investment (ROI), the net present value, and the
- A) external rate of return.  
B) internal rate of return.  
C) future present value.  
D) ROPM.
16. Which of the following is a quantitative model typically used by a DSS?
- A) Sensitivity analysis  
B) What-if analysis  
C) Goal-seeking analysis  
D) All of the above
17. Place the following eras of IT infrastructure evolution in order, from earliest to most recent: (1) Mainframe and Minicomputer; (2) Client/Server; (3) Enterprise Internet; (4) Personal Computer; and (5) Electronic Accounting Machine.
- A) 5, 1, 2, 3, 4  
B) 5, 1, 4, 2, 3  
C) 1, 5, 4, 2, 3  
D) 1, 5, 2, 3, 4
18. The Sarbanes-Oxley Act:
- A) Requires financial institutions to ensure the security of customer data.  
B) Specifies best practices in information systems security and control.  
C) Imposes responsibility on companies and management to safeguard the accuracy of financial information.  
D) Outlines medical security and privacy rules.
19. Which of the following is the primary reason why companies outsource?
- A) Tap outside sources of expertise  
B) Concentrate resources on core business  
C) Reduce headcount and related expenses  
D) Better manage the costs of internal processes
20. Wal-Mart and Procter & Gamble (P&G) implemented a tremendously successful SCM system. The system linked Wal-Mart's \_\_\_\_\_ centers directly to P&G's \_\_\_\_\_ centers.
- A) Manufacturing, distribution  
B) Distribution, manufacturing  
C) Stores, distribution  
D) Distribution, stores
21. E-government refers to the application of \_\_\_\_\_ to digitally enable government and public sector agencies' relationships with citizens, businesses, and other arms of government.

- A) any computerized technology
  - B) e-business
  - C) e-commerce
  - D) the Internet and networking technologies
22. The process of presenting a set of computing resources (such as computing power or data storage) so that they can all be accessed in ways that are not restricted by physical configuration or geographic location is called
- A) multicore processing.
  - B) autonomic computing.
  - C) cloud computing.
  - D) virtualization.
23. A nationwide magazine publisher has hired you to help analyze their social media datasets to determine which of their news publications are seen as the most trustworthy. Which of the following tools would you use to analyze this data?
- A) data mining software for identifying associations
  - B) Web usage mining technologies
  - C) sentiment analysis software
  - D) text mining tools
24. What uses active or passive tags in the form of chips or smart labels?
- A) Mobile commerce
  - B) Telematics
  - C) Electronic tagging
  - D) Radio frequency identification
25. Which of the following is not a responsibility of effective change management?
- A) enforcing user participation at all stages of system development
  - B) integrating legacy systems
  - C) dealing with fear and anxiety about new systems
  - D) training users of the new system

二、問答題 (50%，每題 5 分)

1. Explain the multidimensional nature of data warehouses (and data marts) and the business value gained from multidimensional analysis.
2. Differentiate between a groupware system and a peer-to-peer system.
3. Without digital technology, collaborative commerce would not be possible. Do you agree with this statement? Support your answer.
4. In the telecommunications world, what is meant by centralization and decentralization? What types of companies do you think are likely to subscribe to each philosophy? Give a real-world example of each.
5. A small design agency you are consulting for will be creating client Web sites and wants to purchase a Web server so they can host the sites themselves. How will you advise them on this purchase?

# 國立中正大學 108 學年度碩士班招生考試試題

科目名稱：管理資訊系統

本科目共 5 頁 第 5 頁

系所組別：會計與資訊科技學系-乙組

6. What methods could a portal use to generate revenue? Which do you think might be most successful, and why?
7. What are genetic algorithms? How can they help organizations solve problems? For what kinds of problems are they suited?
8. The Internet may not make corporations obsolete, but they will have to change their business models. Do you agree? Why or why not?
9. What are business processes? How are they related to information systems?
10. Why are information policy, data administration, and data quality assurance essential for managing the firm's data resources?

