國立虎尾科技大學九十八學年度研究所（碩士班）入學試題

所別：資訊管理系研究所
科目：考試科目 2 （管理資訊系統）

一. **Multiple Choice 60%**（單選題、每題兩分共計六十分）

1. Models designed to support top management's vision and long-term planning responsibilities are:
a. operational models.
b. tactical models.
c. strategic models.
d. analytical models.
e. none of the above.

2. Which of the following is NOT a project management cause of failed projects?
a. shortcuts taken during the project
b. lack of or imprecise targets
c. inadequate systems analysis and design tools
d. budget overruns
e. schedule delays

3. What is knowledge?
a. Knowledge is data that has been organized so that it has meaning.
b. Knowledge confirms something the recipient knows.
c. Knowledge conveys understanding, experience, and learning.
d. Knowledge explains summaries of data.
e. All of the above

4. Which of the following is the estimate of the maximum amount of time it would take to perform a task?
a. maximum duration
b. optimistic duration
c. pessimistic duration

d. expected duration

e. none of the above

5. SQL refers to:

a. Sequential Query Language.

b. Standard Query Language.

c. Simulated Query Language.

d. Structured Query Language.

e. Semantic Quality Language.

6. Which of the following is not a data mining tool?

a. Statistics

b. Decision trees

c. Case-based reasoning

d. Document management

e. Clustering

7. Which of the following is a groupwork process?

a. Delphi Method

b. Flannery Method

c. Nominal Group Technique

d. Both a and b

e. Both a and c

8. Which of the following is not an advantage of distance learning?

a. The instructor can spend less time preparing and running the course.

b. Students get the convenience of taking their courses wherever they are.

c. Students are more highly motivated.

d. Lessons can be repeated until they are mastered.

e. Students can learn more.

9. The concept of drill-down refers to:

a. search for a specific item, going top-down.

b. exercises dictated from top management.

c. a quality control check in EIS.

d. a management by exception approach.

e. quick accessibility to various levels of detail.

10. Which of the following is true about a chief knowledge officer?

a. A CKO need not have extensive experience in computing technologies.

b. A CKO does not have to be involved in establishing a KMS.

c. A CKO should be technically savvy.

d. A CKO does not have to be actually involved in promoting knowledge sharing.

e. None of the above

11. Schedule feasibility asks the following question(s):

a. Is the solution technically practical? Does the staff have the technical expertise to design and build the system?

b. Will the solution fulfill the users' requirements? To what degree? How will the solution change the users' work environment?

c. Is the solution cost-effective?

d. Can the solution be designed and implemented within an acceptable time period?

e. none of the above

12. The delegation of specific work to a third party for a specified length of time, at a specified cost, and at a specified level of service is

a. interorganizational JAD.

b. insourcing.

c. outsourcing.

d. RAD.

e. none of the above.

13. Language-based, machine readable representations of what a software process is supposed to do, or how a software process is supposed to accomplish its task is known as:

a. application programs

b. software specifications

c. prototyping

d. human engineering

e. none of the above

14. The data hierarchy goes from bits and bytes to:

a. entities, attributes, fields, and records.

b. fields, attributes, entities, and records.

c. fields, records, tables, and databases.

d. records, entities, fields, and databases.

e. attributes, entities, records, and tuples.

15. To use a relational database model effectively:

a. three-dimensional models must be created.

b. there must be a minimum of four relationships.

c. flat files must be eliminated.

d. complex groupings of data must be streamlined.

e. All of the above.

16. On-line bidding is also known as:

A. auction behavior.

B. price enabling.

C. enriching customer participation.

D. dynamic pricing.

E. the eBay model.

17. eBay is an example of:

a. a click-and-mortar business.

b. consumer-to-consumer electronic commerce.

c. business-to-consumer non-electronic commerce.

d. an on-line community.

e. on-line syndication.

18. Bringing about organizational change is usually hampered by:

a. lack of resources.

b. political resistance.

c. standard operating procedures.

d. unions.

e. management.

19. Systems analysts are:

a. highly trained technical specialists who write computer software instructions.

b. specialists who translate business problems and requirements into information requirements and systems.

c. leaders of the various teams connected with the information systems.

d. responsible for the information systems function in the organization.

e. senior managers who oversee the use of information technology in organizations.

20. Computer systems that change goals, operations, products, services, or environmental relationships to help the organization gain a competitive advantage are called:

a. managerial

b. knowledge.

c. strategic.

d. informational.

e. artificial intelligence.

21. Market research is an activity associated with the:

a. finance and accounting function.

b. human resources function.

c. manufacturing and production function.

d. sales and marketing function.

e. none of the above

22. The total elapsed time, from the beginning of a business process to the end of the process, is called:

a. completion time.

b. requisition-to-pay.

c. fulfillment.

d. cycle time.

e. none of the above

23. What systems are typically a major source of data for other systems:

a. transaction processing systems.

b. management information systems.

c. executive support systems.

d. decision-support systems.

e. none of the above

24. Benchmarking:

a. compares the efficiency and effectiveness of your business processes against strict standards.

b. allows industry participants to influence industry-wide standards.

c. is used to measure the cost of information technology.

d. synchronizes the business processes of customers, suppliers, and trading partners.

e.   none of the above

25. The method of slicing digital messages into parcels, transmitting them along different communication paths, and   reassembling them at their destinations is called:

a.   multiplexing.

b.   packet switching.

c.   packet routing.

d.   ATM.

e.   none of the above

26. A network that covers a large geographic area is most commonly referred to as a(n):

a.   local area network.

b.   Intranet.

c.   peer-to-peer.

d.   wide area network.

e.   none of the above

27. Why are products built for 802.11b and 802.11g compatible?

a.   They have the same transmission capacity and ranges.

b.   They are both based on WAP.

c.   They are both part of the 802.11 family of standards.

d.   They use the same frequency band.

e.   none of the above

28. The WiMax standard can transmit up to a distance of:

a.   300 feet

b.   500 meters

c.   30 miles

c.   50 miles

e.   none of the above

29. In a parallel conversion strategy, the new system:

a.   is tested by an outsourced company.

b.   replaces the old one at an appointed time.

c.   and the old are run together.

d.   is introduced in stage.

e.   none of the above

30. A scheduling system for minimizing inventory by having components arrive exactly at the moment they are needed and finished goods shipped as soon as they leave the assembly line best describes which strategy:

a.   just-in-time strategy.

b.   stockless inventory.

c.   ASAP inventory.

d.   replenishment-only inventory.

Essay 40% (簡答題四題、每題十分，合計四十分)

1. Distinguish between a process approach and a practice approach to knowledge management.

2. Please explain the following terms: (1) Rapid Application Development (RAD) (2) Model-driven development (MDD)

3. How can a good CRM system increase profits for a company?

4. Identify and briefly explain the four-layered Department of Defense reference model for TCP/IP.