

系所組別：會計學系乙組

考試科目：管理資訊系統

考試日期：0308 · 節次：1

※ 考生請注意：本試題 可 不可 使用計算機**I. Multiple Choice Questions (3% each) (單選題，共 20 題，每題 3 分)**

請先於答案卷首頁自行劃方格（如 4 列，每列 5 格），並將選擇題答案填入方格中。

1. An example of a business using information systems to attain operational excellence is:

- a. Wal-Mart's RetailLink system.
- b. the Mandarin Oriental hotel's customer-preference tracking system.
- c. Verizon's Web-based digital dashboard.
- d. Apple Inc.'s iPod.

2. These systems are especially suited to situations in which the procedure for arriving at a solution may not be fully predefined in advance:

- a. management information systems.
- b. transaction processing systems.
- c. decision-support systems.
- d. knowledge management systems.

3. According to agency theory, the firm is viewed as a(n):

- a. unified, profit-maximizing entity.
- b. task force organization that must respond to rapidly changing environments.
- c. entrepreneurial endeavor.
- d. "Nexus of contracts" among self-interested individuals.

4. The multitasking, multi-user, operating system developed by Bell Laboratories that operates on a wide variety of computing platforms is:

- a. Unix.
- b. Linux.
- c. Mac OS.
- d. COBOL.

5. Your firm, an auto parts manufacturer, has just merged with an automobile engine manufacturer, and the two companies have different SCM systems. Which of the following strategies would be the most likely course to help to reduce the TCO of the merged firms' technology investments?

- a. Use Web services to join the two systems.
- b. Move one firm into using the other's system in order to centralize management and support services.
- c. Develop single ERP system that encompasses the information needs and business processes of both firms.

(背面仍有題目,請繼續作答)

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- d. Purchase a hosted, on-demand ERP system that encompasses the needs and processes of both firms.
6. The disadvantage of a distributed database system is:
- lack of flexibility.
 - susceptibility to data inconsistency.
 - poor responsiveness to local users.
 - require more expensive computers.
7. A data mart usually can be constructed more rapidly and at lower cost than a data warehouse because:
- a data mart typically focuses on a single subject area or line of business.
 - all the information is historical.
 - a data mart uses a Web interface.
 - all of the information belongs to a single company.
8. Data mining is a tool for allowing users to:
- quickly compare transaction data gathered over many years.
 - find hidden relationships in data.
 - obtain online answers to ad hoc questions in a rapid amount of time.
 - summarize massive amounts of data into much smaller, traditional reports.
9. The Internet is based on the following three key technologies:
- TCP/IP, HTML, HTTP.
 - TCP/IP, HTTP, and packet switching.
 - client/server computing, packet switching, and the development of widely used communications standards for linking networks and computers.
 - client/server computing, packet switching, and HTTP.
10. Security challenges posed by the communications between layers in a client/server environment are:
- line taps and denial of service attacks.
 - tapping, sniffing, and message alteration.
 - computer viruses, line taps, and loss of machine.
 - vandalism, theft and fraud, and line taps.

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11. An analysis of the firm's most critical systems and the impact a system's outage would have on the business is included in a(n):

- a. security policy.
- b. AUP.
- c. risk assessment.
- d. business impact analysis.

12. Supply chain planning systems:

- a. track the physical status of goods.
- b. identify the transportation mode to use for product delivery.
- c. track the financial information involving all parties.
- d. track the status of orders.

13. Which of the following Internet business models does Amazon.com use?

- a. Information broker
- b. Transaction broker
- c. Online service provider
- d. Virtual storefront

14. 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.

15. Which of the following describes a difference between neural networks and genetic algorithms?

- a. Genetic algorithms are designed to process large amounts of information.
- b. Genetic algorithms are a type of knowledge discovery, while neural networks are an intelligent technique.
- c. Neural networks are programmed to "learn".
- d. All of the above

16. Which type of model asks what-if questions repeatedly to determine the impact on outcomes of changes in one or more factors?

(背面仍有題目,請繼續作答) p.3

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- a. Optimization
- b. Sensitivity analysis
- c. Statistical
- d. Forecasting

17. In an object-oriented development framework for a university, how would the classes Degree, Mathematics, and Physics be related?

- a. Degree would be a sister class to Mathematics and Physics
- b. Degree is a superclass to Mathematics and Physics
- c. Mathematics and Physics would be ancestors to Degree
- d. Degree would be a subclass to Mathematics and Physics

18. Management should control the development of end-user applications by:

- a. developing a formal development methodology.
- b. requiring cost justification for end-user IS projects.
- c. establishing standards for user-developed applications.
- d. both b and c.

19. The payback method of capital budgeting:

- a. is the amount of money an investment is worth, taking into account its cost, earnings, and the time value of money
- b. calculates the rate of return from an investment by adjusting the cash inflows produced by the investment for depreciation
- c. is defined as the rate of return or profit that an investment is expected to earn, taking into account the time value of money
- d. is a measure of the time required to pay back the initial investment of a project

20. In terms of global business strategy and structure, a multinational company will use a policy of:

- a. mixed sales and marketing, with centralized production, accounting, human resources, and strategic management.
- b. centralized production, accounting, marketing, human resources, with strategic management.
- c. dispersed production, accounting, human resources, with centralized strategic management, and marketing.
- d. dispersed production and marketing, with centralized accounting and strategic management.

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II. Essay Questions (10% each) (問答題，每題 10 分)

1. What are the differences between data mining and OLAP? When would you advise a company to use OLAP?
2. What are transaction costs? List and describe at least four ways that the Internet can reduce transaction costs.
3. You are working as a project manager for a small IT consulting firm and have been asked to create a plan for reviewing and auditing completed projects in order to gauge their success. What factors will you use to measure the success of a project? What questions would you ask in order to understand why a project succeeded or failed?
4. What is the goal of knowledge management? What are the potential benefits?