

編號： 376

系所：資訊管理研究所甲乙組

科目：管理資訊系統

本試題是否可以使用計算機：可使用，不可使用（請命題老師勾選）

1. What are qualities of information? How can supply chain management systems deal with bullwhip effect using high quality of information? (10%)
2. What is case-based reasoning? How does it differ from an expert system? (10%)
3. Distinguish between operational and analytical customer relationship management. How can data mining be applied to customer relationship management? (10%)
4. List five financial models for establishing the value of information systems? How can real options pricing models be used to help evaluate information technology investments? (10%)
5. List the differences between data mining and data query. (10%)

(背面仍有題目,請繼續作答)

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6 Multiple Choice Questions (20%)

- 6-1. Which one of the following would best describe a cybernetic system?:
- A) It is a self-monitoring, self-regulating system.
 - B) It does not contain feedback and control components.
 - C) It does not have a processing component.
 - D) It does not contain subsystems.
- 6-2. Which one of the following is included in the resource management function of an operating system?:
- A) Input/output of data.
 - B) Monitoring of tasks of end users.
 - C) Controls the creation and deletion of data.
 - D) Allocation of I/O peripherals.
- 6-3. Which one of the following statements does NOT apply to the systems concept?:
- A) Feedback consists of data or information concerning the performance of a system.
 - B) The control component of a system makes any necessary adjustments to the input and processing components of the system to ensure that proper output is produced.
 - C) The feedback component of a system monitors and evaluates information provided by the control component to determine whether the system is moving toward its goal.
 - D) Input involves capturing and assembling elements that enter the system so that they can be processed.
- 6-4. The programming language translator program known as a compiler performs the following function:
- A) Translates the symbolic instruction codes of programs written in an assembler language into machine language instructions.
 - B) Translates high-level language statements.
 - C) Translates and executes each program statement one at a time.
 - D) None of the above apply.
- 6-5. Information system activities involve the process of inputting of data resources. Which one of the following statements would best describe a source document?:
- A) Is usually recorded on computer readable media.
 - B) Must be on input media, such as sales order forms.
 - C) Must be used for all data entered into an information system.
 - D) Is the original record of the transaction.
- 6-6. Databases that support online transaction processing (OLTP) are most often referred to as
- A) Data warehouses.
 - B) Operational databases.
 - C) Transaction databases.
 - D) OLTP databases.

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6-7. Which one of the following is a basic processing function of database management systems?

They:

- A) Provide access for programs to independent data files.
- B) Provide capabilities to insure the operation of storage devices.
- C) Provide inquiry-response capability for easy interrogation of a database.
- D) Provide maintenance of independent data files.

6-8. An electronic device that lets a single high-speed communications channel carry simultaneous data transmission from terminals on low speed channels is called a(n):

- A) Acoustic coupler.
- B) Common carrier.
- C) Compactor.
- D) Multiplexer.

6-9. End user resistance can be minimized through:

- A) Proper end user education and training.
- B) Improved communications with IS professionals.
- C) End user involvement in the development and implementation of new systems.
- D) All of the above.

6-10. The programming language translator program known as an interpreter performs the following function:

- A) Translates the symbolic instruction codes of programs written in an assembler language into machine language instructions.
- B) Translates high-level language statements.
- C) Translates and executes each program statement one at a time.
- D) None of the above.

Discussion and Short Answer Questions(30%)

7. Please explain what Internet, Intranet, and Extranet are. (3%) Most ISPs have started to shift their business to different domains, including ICP, ID, ASP, SSP. Please explain what ICP, IDC, ASP, and SSP are. (4%) In a network environment, data should be kept securely and safely. In order to achieve these goals, NAS and SAN have been proposed. Please explain what they are and what the differences are between them. (4%)
8. Will a software development outsourcing better than self-developing for most government organizations? Why? (5%) What are outsourcing benefits and shortcomings?(5%)
9. Vista has been announced for the security issue. In other words, security is now regarded as a major concern for an operation system. If you are a MIS manager who needs to design a network, what devices, systems, or policies will you define for your local area network, taking security for consideration? (5%)
10. Currently CPU is much powerful than before. Please explain the differences between the new proposed dual core CPU and the traditional CPU (such as Pentium CPU). (4%)