

系所組別： 資訊管理研究所甲組

考試科目： 管理資訊系統

考試日期： 0308，節次： 2

※ 考生請注意：本試題 可 不可 使用計算機

### 一、簡答題

- A-1. Discuss the four types of models commonly found in model libraries and give an example of the use on the one that you expected to be most popular. (10%)
- A-2. "Using Web personalization technology, companies are moving into customer-centered retailing." Use a case retailer to define the relevant terms when this concept is applied and illustrate how it can be integrated with the knowledge management. (10%)
- A-3. Compare the basic concepts of responsibility, accountability, and liability as applied to ethical decisions. Use an example to tell the differences. (10%)
- A-4. Describe portfolio analysis, the real options pricing model, and the knowledge value added approach. Use a scenario analysis to illustrate why the use of these models are better for information systems projects than the traditional financial models. (10%)
- A-5. What is SCOR and SCM systems? Discuss the linkage between them. (10%)

(背面仍有題目,請繼續作答)

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- supplies online access over networks to storage devices and storage area network technology.
- manages combinations of applications, networks, systems, storage, and security as well as providing Web site and systems performance monitoring to subscribers over the Internet.
- uses centrally managed facilities to host and manage access to package applications delivered over networks on a subscription basis.
- provides only usage-based pricing during a specified time period.

**B1-2** Which of the following is a collaborative effort by the World Wide Web Consortium to make Web searching more efficient by reducing the amount of human involvement in searching for and processing Web information?

- Internet2
- Semantic Web
- GigaWeb
- VPN

**B1-3** The tool that enables users to view the same data in different ways using multiple dimensions is:

- object-oriented processing.
- a relational database.
- OLAP.
- a data warehouse.

**B1-4** The Wi-Fi 802.11g standard can transmit up to:

- 54 Mbps in the unlicensed 5-GHz frequency range and has an effective distance of 10 to 30 meters.
- can transmit up to 11 Mbps in the unlicensed 2.4-GHz band and has an effective distance of 30 to 50 meters.
- can transmit up to 54 Mbps in the 2.4-GHz range.
- can transmit up to 722 Kbps in the 2.4-GHz range.

**B1-5** Which language **can not** be selected for constructing an interactive web page?

- eXtensible Markup Language
- Java Server Pages
- Active Server Pages
- C++

**B2. Term explanations (3% each)**

- Autonomic computing
- Web services:
- Last mile:
- Virtual Private Network

**B3.** What are the differences among freeware, shareware, and public domain software? (6%) Please discuss why these kinds of software are not as widely used as commercial software in business organizations? (3%)**B4.** The Internet currently uses IPv4 address to identify a machine. If a machine's IP is 140.116.117.1, please present this IP address in binary and hexadecimal number system respectively (4%).**B5.** Please draw an ER diagram (5%) and transfer it to database schema (5%) for a company. This database needs to keep the following information. According to the schema you design, please give a SQL to query names and telephone numbers of all staffs. (5%)

(a) Staff: staff's name, home address, zipcode, telephone number, and date of birth.

(b) Department: There are many departments in this company. There might be one to several staffs in each department. Each staff might work for more than one department.

(c) Supervisor: Most staffs will be assigned a supervisor (who is a staff as well) when joining this company.