國立臺北科技大學九十五學年度碩士班招生考試

系所組別：4220 商業自動化與管理研究所乙組

第二節 管理資訊系統 試題

填 准 考 證 號 碼

注意事項：

1. 本試題共二大題，配分共 100 分。
2. 請標明大題、子題編號作答，不必抄題。
3. 全部答案均須在答案卷之答案欄內作答，否則不予計分。

一、選擇題（每題二分，答錯不倒扣）(40%)

1. The capacity to offer individually tailored products of services on a large scale is called:
a. economy of scale.
b. mass customization.
c. electronic commerce.
d. collaboration.
e. JIT

2. Networked information systems allow companies to:
a. Do business with fewer employees.
b. Cut management costs.
c. Deal with financial information more securely.
d. Maintain the security of proprietary information.
e. Coordinate with other organizations across great distances.

3. Inefficiencies in the supply chain are caused by:
a. underutilized plant capacity.
b. excessive finished goods inventory.
c. runaway transportation costs.
d. inaccurate or untimely information.
e. parts shortages.

4. Collaborative commerce is the art of:
a. keeping everyone happy.
b. creating and maintaining a set of digitally-enabled cooperative interactions between an

enterprise and its business partners and customers.

c. sharing internal information between companies.

d. creating a better, more efficient product in a global environment.

e. tracking and analyzing the movement of materials and products to ensure that materials and finished goods are delivered at the right time and place at the minimum cost.

5. Systems linked to the Internet are especially vulnerable to security breaches because:

a. they lack firewalls.

b. they do not have secure physical facilities.

c. security is beyond the expertise of most IT professionals.

d. the Internet is designed to be an open environment.

e. they are vulnerable during the night hours.

6. DSS, GDSS, and ESS are part of a special category of information systems that are explicitly designed to:

a. make decisions for managers.

b. enhance Web performance.

c. gather data and build data warehouses.

d. enhance managerial decision-making.

e. interpret data for management.

7. A physician wants an information system that can help in the diagnosis of rare diseases by suggesting diagnostic procedures and help in interpreting the symptoms that are found. This type of information system is called a(n):

a. End user information system.

b. Expert system.

c. Executive information system.

d. Integrated information system.

8. This database model consists of data values describing the attributes of an entity, and the operations that can be performed upon the data:

a. Hierarchical structure.

b. Network structure.

c. Relational structure.

d. Object-oriented structure.

e. None of the above.

9. Which one of the following statements concerning methods of file organization is true?:

a. In the indexed sequential method, records are organized randomly and referenced by an index.

b. Organizing the records in a file according to a predetermined sequence is known as a sequential file organization.

c. Organizing the records in a file according to an alphabetical order based on the last names of employees is an example of non-sequential file organization.

d. Placing records in a file in no particular sequence is called the sequential method of file organization.

e. All of the above.

10. A graphic method of representing entity classes and their relationships is

a. A query-by-example tool.

b. An entity-relationship diagram.

c. An intersection relation diagram.

d. A flowchart.

11. A secure network that uses the Internet as its main backbone network to connect the intranets of a company's different locations, or to establish extranet links between a company and its customers, suppliers, and other business partners is called a(n):

a. Intranet.

b. Extranet.

c. Virtual private network.

d. Client/server network.

12. Apply one of the key e-commerce success factors of retailing on the Web to the following statement: "Giving online customers with similar interests a feeling of belonging to a unique group of like-minded individuals":

a. Performance and service efficiency.

b. Personalization.

c. Look and feel of the site.

d. Community relationships.

13. Which one of the following is an example of an unstructured decision at the strategic level of management?:

a. Site location.

b. Production scheduling.

c. New business planning.

d. Employee performance appraisal.

e. All of the above.

14. Slicing and dicing in online analytical processing involves:

a. Aggregation of data.

b. Analyzing data in the reverse direction and displaying detailed data that comprises consolidated data.

c. Looking at the databases from different viewpoints.

d. Push reporting.

e. All of the above.

15. Which one of the following is a characteristic of decision support systems?:

a. Provides interactive inquiries and responses.

b. Provides information in a prespecified fixed format.

c. Provides indirect support designed for many managers.

d. Supports structured decisions.

e. All of the above.

16. Which type of analysis should be used to answer the following: Let's cut advertising by $100 repeatedly so we can see its relationship to sales?:

a. Sensitivity analysis.

b. Optimization analysis.

c. What-if analysis.

d. Goal-seeking analysis.

e. None of the above.

17. Artificial intelligence is a science and technology based on:

a. Computer science.

b. Biology and psychology.

c. Linguistics and mathematics.

d. All of the above.

18. Systems that can learn to recognize patterns in data that are incomplete or only partially correct are called:

a. Knowledge-based systems.

b. Neural networks.

c. Fuzzy logic systems.

d. Expert systems.

19. Computing on the Internet uses:

a. the client/server model.

b. the power of microwave telecommunications.

c. much of the financial resources of the modern firm.

d. centralized processing.

e. more powerful mathematic and graphics capabilities.

20. Which one of the following is most applicable to high-level languages?:

a. They do not have to be translated by a compiler before execution.

b. They use mnemonics for operation codes.

c. Most program instructions correspond one-to-one with machine language instructions.

d. They are generally machine-independent.

e. None of the above.

二、問答題 (60%)

1、資料探勘（Data Mining）是從大量資料中尋找資料與資料間的關係，請問資料探勘的分析類型有哪幾種？請分別舉例說明。(20%)

2、企業在思考進入 B2C 的電子商務市場之前，應如何評估其是否適合電子商務的經營模式？（20%）

3、何謂企業流程委外（Business Process Outsourcing，BPO）？採行 BPO 所能帶給企業的潛在價值為何？（20%）