國立臺北科技大學九十八學年度碩士班招生考試

系所組別：4230 商業自動化與管理研究所丙組

第二節 管理資訊系統 試題

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）**(40%)**

1. In a relational database, the three basic operations used to develop useful sets of data are:
A. select, from, and where.
B. select, project, and where.
C. select, join, and where.
D. select, project, and join.
E. select, from, and join.

2. Data warehousing uses data from:
A. daily reports only.
B. diverse applications and locations.
C. diverse applications, but one location.
D. many locations, but one application.
E. primarily government locations.

3. LANs generally have higher transmission capacities than _____, using a _____ topology and a _____ bandwidth.
A. WANs, star, low
B. WANs, bus or ring, low
C. PBXs, bus or ring, low
D. PBXs, bus or ring, high
E. WANs, bus or ring, high

4. _____ allows system builders to represent various views of an object-oriented system using various types of graphical diagrams and the underlying model integrates these views to promote consistency during analysis, design, and implementation.
A. SSL
B. HTML
C. DFD
D. UML
E. ENFP

5. General challenges and obstacles to global business systems are typified by:
A. e-mail, shortages of skilled consultants, and social expectations.
B. brand-name expectations, language differences, and commercial regulations.
C. work hours, transborder data and privacy laws, and different EDI.
D. different communications standards, language differences, and network reliability.
E. different telecommunications standards, reliability of phone networks, shortages of skilled consultants.

6. Graphics, simulations, and interactive processing occur mostly in _____ systems.
A. DSS
B. SIM
C. MIS
D. KWS
E. ESS

7. A business that succeeds in one country can be transferred to another country, with a different economy, by:
A. the domestic exporter.
B. the transnational strategy.
C. the multinational strategy.
D. the franchising strategy.
E. None of the above.

8. LISTSERVs sending e-mail to members of specific mailing lists is an example of:
A. multicasting.
B. intranets.
C. extranets.
D. wireless services.
E. networked applications.

9. Which one of the following is NOT one of the basic competitive strategies?
A. Cost leadership.
B. Innovation.
C. Product differentiation.
D. Alliance.
E. Strategic dominance.

10. 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.
E. Relational databases.

11. This database model which is the best suited for structured, routine types of transaction processing is the:
A. Hierarchical structure.
B. Network structure.
C. Relational structure.
D. Object-oriented structure.
E. Star structure.

12. An internetworking unit that connects networks that are somewhat dissimilar with respect to certain communications aspects is a:
A. Bridge.
B. Router.
C. Gateway.
D. Hub.
E. Switch.

13. Which one of the following statements would best apply to management accounting information systems?
A. Include transaction-processing systems.
B. Focus on the planning and control of business operations.
C. Emphasize legal and historical record keeping and the production of accurate financial statements.
D. Are a substitute for computer-based accounting information systems.
E. None of the above.

14. Which one of the following is an example of a structured decision at the operational level of management?
A. Site location.
B. Production scheduling.
C. New business planning.
D. Inventory control.
E. None of the above.

15. If you buy a science fiction book from Amazon.com, the company's software will automatically recommend similar books bought by other readers. This is an example of:
A. cross-selling
B. up-selling
C. one-to-one marketing
D. viral marketing
E. permission marketing

16. Businesses use this technique to help create unique personalized Web pages for each user.
A. Clickstream tracking
B. Collaborative filtering
C. Mobile commerce
D. Banner ads
E. None of the above.

17. PayPal is a perfect example of:
A. digital checking accounts.
B. stored value payment systems.
C. peer-to-peer payment systems.
D. electronic billing presentation systems.
E. none of the above.

18. It is very difficult to manage data for which of the following reasons?
A. amount of data increases exponentially over time.
B. data are scattered throughout organizations.
C. increasing amount of external data must be considered.
D. data security is easily compromised.
E. all of the above.

19. Online transaction processing requires:
A. more processing time.
B. a large server network.
C. fault-tolerant computer systems.
D. a dedicated phone line.
E. high-availability computing.

20. Enterprise Resource Planning (ERP) system's major objective is to:
A. electronically link an organization with its suppliers.
B. electronically link an organization with its customers.
C. manage human resource requirements for production.
D. handle inventory.
E. integrate all departments and functions within an organization.

二、選擇題（每題三分）(60%)

1. Information technology increases organizational flexibility for large companies by allowing them:
A. to create databases to reveal customers' needs and preferences.
B. to offer customized products in small quantities.
C. to eliminate the need for research staff.
D. A and B.
E. B and C.

2. Businesses can waste thousands and even millions of dollars building and maintaining a Web site that fails to deliver the desired results if they are unclear about their online strategy and its relationship to:
A. the speed with which business is conducted on the Internet.
B. their security requirements.
C. their overall business strategy.
D. their ability to obtain supplies for their products.
E. their customers.

3. Time sharing:
A. allows many programs to share a computer system's resources in any one time through concurrent use of the CPU.
B. links together two or more CPUs to work in parallel in a single computer system.
C. handles programs more efficiently by breaking down the programs into tiny sections that are ready to memory only when needed.
D. limits the size of the program in memory to 640 kB.
E. is an arrangement permitting many users to be connected to a CPU simultaneously.

4. Existing artificial intelligence systems do not:
A. create new and novel solutions to problems.
B. help organizations make high-quality decisions.
C. understand fundamental principles.
D. enhance the organization's knowledge base by generating solutions to specific problems that are too massive to be analyzed by human beings in a short period of time.
E. require a knowledge base.

5. DSS are intended to help design and evaluate alternatives and:
A. monitor the adoption or implementation process.
B. provide reports through an intranet.
C. provide information to business partners.
D. monitor and forecast the business decisions taken by senior managers.
E. create reports for lower-level management.

6. Strategic-level human-resources systems:
A. identify manpower requirements for meeting long-term business plans.
B. monitor and analyze recruitment, allocation, and compensation of employees.
C. support analysis activities related to job design.
D. A and C.
E. all of the above.

7. The ultimate goal of some industry-owned net marketplaces is:
A. make the best product at the cheapest price.
B. the unification of an entire industry supply chain.
C. the unification of supply chains across industries.
D. the creation of a web of supply chains that serves all commerce.
E. all of the above.

8. The tool that enables users to view the same data in different ways using multiple dimensions is:
A. object-oriented processing.
B. a relational database.
C. OLAP.
D. a data warehouse.
E. the Oort cloud.

9. Data can be transmitted seamlessly between different wireless networks:
A. only over short distances.
B. only if they use compatible standards.
C. only over the Internet.
D. only with government permission.
E. only when cellular phones are used.

10. OSI is:
A. an alternative to TCP/IP for linking different types of computers and networks.
B. the standard for the U.S. backbone.
C. open Systems Interconnect.
D. A and C.
E. A, B and C.

11. Virtually all expert systems deal with problems of:
A. policy development.
B. logic and control.
C. classification and diagnosis.
D. high complexity.
E. senior management.

注意：背面尚有試題

12. Internet security challenges for the communications layer during communication include:

A. line taps, denial-of-service attacks.

B. vandalism, theft and fraud, line taps.

C. computer viruses, line taps, loss of machine.

D. copying of data, alteration of data, loss of machine.

E. tapping, sniffing, message alteration.

13. To keep data inaccuracies to a minimum, large companies use:

A. upper case only.

B. regular data cleansing.

C. a company-wide data format.

D. filtering software and firewalls.

E. naming standards.

14. _____ software suites typically consist of operating systems, network management software and database management systems.

A. Enterprise resource planning.

B. Customer relationship management.

C. Functional systems.

D. Supply chain management.

E. None of the above.

15. Which one of the following would NOT be considered an AI application in the cognitive science group?

A. Expert systems.

B. Knowledge-based systems.

C. Neural networks.

D. Learning systems.

E. None of the above.

16. Prototyping involves:

A. The execution of the standard systems development cycle using CASE tools.

B. A rapid generation of systems by information systems professionals without the need for end user input.

C. The use of a fail-safe development process designed to ensure that an information system meets all user requirements without revision.

D. An iterative and interactive development process with extensive end user involvement.

E. All of the above.

17. Which one of the following is NOT a strategy used for global systems development activities?

A. Systems development life cycle (SDLC) .

B. Parallel development.

C. Transforming a home office application into a global application.

D. Centers of excellence.

E. None of the above.

18. Just in Time is a business model that attempts to do all of the following EXCEPT:

A. Minimize inventory.

B. Decrease the amount of different products sold.

C. Increase rate of return.

D. Cut storage costs.

E. Cut inventory costs.

19. Business Intelligence refers to analysis performed by:

A. DSS.

B. EIS.

C. Data Mining.

D. MSS.

E. All of the above.

20. In which of the following does an actual customer order or purchase trigger events in the supply chain?

A. Just-in-time model.

B. Build-to-stock model.

C. Pull-based supply model.

D. Push-based supply model.

E. None of the above.