

銘傳大學九十一學年度二年制在職進修專班招生考試

第一節

管理資訊系統 試題

一、 單一選擇題：請在答案紙上標註題號，及你認為最適合該題的答案編號。本部分每題 3 分。

1. Computer hardware, software, data and storage technology, and networks providing a platform of shared information technology resources for the organization best defines :
 - (A) information architecture.
 - (B) Network architecture.
 - (C) Topology.
 - (D) Protocol.
 - (E) IT infrastructure.
2. Strategic-level systems would help senior management address questions such as:
 - (A) Are things working well?
 - (B) What's happened to Johnson's payment?
 - (C) What will happen to your investment if the schedule is delayed for a month?
 - (D) What will employment levels be in five years?
 - (E) What would the impact on production be if we were to double sales in June?
3. As firms grow in size and scope, this type of cost rise, because owners must expend more effort supervising and managing employees :
 - (A) Agency costs.
 - (B) Transaction costs.
 - (C) Development costs.
 - (D) Production costs.
 - (E) Advertising costs.
4. The idea that people will avoid new, uncertain alternatives and stick with tired-and-true rules and procedures describes :
 - (A) Muddling through.
 - (B) Satisficing.
 - (C) Incomprehensive rationality.
 - (D) Bounded rationality.

- (E) Preclusion.
5. The cognitive style that describe people who approach a problem with multiple method in a unstructured manner, using trail and error to find a solution is called :
- (A) Bureaucratic decision making.
 - (B) Psychological decision making.
 - (C) Satisfying decision making.
 - (D) Systematic decision making.
 - (E) Intuitive decision making.
6. Promises by a profession, such as the ACM, to regulate themselves in the general insert of society describe:
- (A) A code of ethics.
 - (B) Professional responsibility.
 - (C) Satisficing decision making.
 - (D) Professional accountability.
 - (E) Kant;s Categorical Imperative.
7. At technology for transferring data so that they can be processed as a steady and continues stream best describes.
- (A) MP3.
 - (B) Streaming technology.
 - (C) Parallel processing.
 - (D) RADI.
 - (E) EPROM.
8. Software that provides function and services that support the collaborative activities of work groups defines:
- (A) o-o programming.
 - (B) E-mail.
 - (C) Communications software.
 - (D) Groupware.
 - (E) Collaboration software.
9. A programming language that can deliver only the software functionally needs for a particular task as small applet downloaded form a network and can run on any computer and operating system definition.
- (A) Windows 98.
 - (B) Visual Basic.
 - (C) Java.
 - (D) Active X.
 - (E) HTML.

10. In a relational database, the operation that creates a subset of data consisting of columns in a table, permitting the user to create new table that contain only the information required is the.

- (A) Join operation.
- (B) Project operation.
- (C) Section operation.
- (D) Select operation.
- (E) Slice operation.

11. Database designers document the conceptual model with a(n):

- (A) Structure tree.
- (B) ER diagram.
- (C) Primitive level data flow diagram.
- (D) Decision table.
- (E) Structure chart.

12. The transmission medium with the fastest speed is:

- (A) Twisted pair.
- (B) Microwave.
- (C) Fiber optics.
- (D) Satellite.
- (E) Coaxial cable.

13. private, multipath, data-only, third-party-management networks that are used by multiple organization on a subscription basis describes:

- (A) dedicated networks.
- (B) MAN.
- (C) VAN.
- (D) Public branch exchange.
- (E) Intranets.

14. A Web site or service providing an initial point of entry to the Web and other services and resources is called a :

- (A) URL.
- (B) Domain.
- (C) Search engine.
- (D) Portal.
- (E) Firewall.

15. The internet-base business model that provides auction-like setting for products where price and availability are constantly changing is the:

- (A) Virtual storefront.
- (B) Market concentrator.

- (C) Content provider.
 - (D) Online service provider.
 - (E) Electronic clearinghouse.
16. The IT-enabled change that has the highest risk and the highest return is:
- (A) Automation.
 - (B) Reengineering.
 - (C) Paradigm shift.
 - (D) Rationalization.
 - (E) Disintermediation.
17. Setting strict standard for products or services and measuring performance against those standards describe:
- (A) Benchmarking.
 - (B) TQM.
 - (C) Portfolio analysis.
 - (D) Systems testing.
 - (E) Workflow management.
18. During the systems analysis process, determining whether the solution is achievable, given the organization's resource and constraints, is achieved through:
- (A) Requirement analysis.
 - (B) A feasibility study.
 - (C) A conceptual analysis.
 - (D) Logical design.
 - (E) Testing.
19. A data flow diagram contain symbols for each of the following except:
- (A) Processes.
 - (B) Relationships.
 - (C) Data flows.
 - (D) Data stores.
 - (E) External entities.
20. CASE tools can increase productivity and quality by each of the following except:
- (A) Automating code generation.
 - (B) Ensuring that business requirements are met.
 - (C) Improving communication between users and technical specialists.
 - (D) Providing rapid access to components via a repository.
 - (E) Enforcing a standard development methodology.

- 二、配合題:請由答案表中，為下列各項問題找出最適合的答案。請在答案紙上標註題號，以及你認為最適合該題的答案編號。本部份每題2分。

答案表			
(1) virtual storefront	(13) GIS	(25) man-month	(37) choice
(2) virtual organization	(14) SQL	(26) cost-benefit analysis	(38) implementation
(3) virtual community	(15) XML	(27) information policy	(39) computer abuse
(4) pilot study	(16) HTML	(28) intelligence	(40) computer crime
(5) feasibility study	(17) VRML	(29) design	(41) intellectual property
(6) system integration	(18) HTTP	(30) bandwidth	(42) drill down
(7) downsizing	(19) product differentiation	(31) broadband	(43) work through
(8) ADSL	(20) explicit knowledge	(32) data warehouse	(44) computer virus
(9) ISDN	(21) tacit knowledge	(33) data mining	(45) security systems
(10) MIS	(22) workflow management	(34) knowledge management	(46) ECU
(11) DSS	(23) TQM	(35) knowledge engineer	(47) hacker
(12) SIS	(24) business reengineering	(36) privacy	(48) cognitive style

1. ___ refers to the expertise and experience of organizational members that has not been formally documents.
2. A(n)___ is a specialist who elicits information and expertise form other professionals and translates it into a set of rules, frames or semantic nets for an expert system.
3. A(n)___ is system with software that can analyze and display data using digitized maps to enhance planning and decision making.
- 4.A(n)___ is a rouge software program that is difficult to detect and spread rapidly through computer systems, destroying data or disrupting procedures and memory system.
- 5.___ is the process of streamlining business procedure so that document can be moved easily and efficiently form one location to another.
6. ___ is the capacity of a communications channel as measured by the difference between the highest and lowest frequencies that can be transmitted by that channel.
7. A(n)___ is a database, with reporting and query tools, that stores current and historical data extracted form various operational systems and consolidated for management reporting and analysis.
- 8.___ refers to a general-purpose language that describes the structure of the

- document and supports links to multiple documents, allowing data to be manipulated.
9. ___ is the first of Simon's four stages of decision making.
 10. ___ change the goals, operations, products, services, or environment relationships of organizations to help them gain an edge over competitors.
 11. A(n)___ uses networks to link people, assets, and idea to create and distribute products and services without being limited by traditional boundaries or physical location.
 12. ___ is a strategy to introduce the new system to a limited area of the organization until it is proven to be fully functional; only then can the conversion to the new system across the entire organization task place.
 13. ___ is the commission of acts involving a computer that may not be illegal but are consider unethical.
 14. A(n)___ is the traditional units of measurement used by systems designers to estimate the length of time to complete a project.
 15. ___ is the ability to move form summary data down to lower and lower levels of detail.
 16. ___ refers to the underlying disposition toward the treatment of information, selection of alternatives, and evaluation of consequence.
 17. ___ is a strategy for creating brand loyalty by developing new and unique products and services that are not easily duplicated by competitors.
 18. ___ refers to the formal rules governing the maintenance, distribution, and use of information in a organization.
 19. The ___ is an Internet-base business model that sells physical goods or services online instead of through a physical retail outlet.
 20. The claim of individual to be left alone, free form surveillance or interference form other individuals, organizations, or the state defines___.

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