

# 淡江大學九十學年度日間部轉學生招生考試試題

系列：資訊管理學系三年級

科目：資訊管理導論

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本試題雙面印製

## I. 選擇題 (單選題，每題 3 分，共計 66 分)

- Which of the following statements is not true?
  - Globalization of the world's economy offers threats to domestic business firms
  - Firms need powerful information and communication systems to be effective and profitable in international markets
  - Information systems have made flatter organization with fewer levels of management
  - Networks of computers have made it possible for employees to work together as a team
  - All of the above is true
- Which of the following statements is not true?
  - Operational-level systems keep track of the elementary activities and transactions of the organization
  - Management-level systems serve the organization's monitoring, controlling, decision-making and administrative activities
  - Order tracking, order processing, and payroll are examples of strategic-level systems
  - At the organization's operational level, task, resources, and goals are pre-defined and high structured
  - All of the above is true
- Which of the following statements is true?
  - Payroll is an application associated with the human resources TPS system
  - The UPS package tracking system is an example of DSS
  - A pricing system is an example of a manufacturing/production TPS
  - A sales order entry system is an example of EIS
  - An accounts receivable system is an example of MIS
- The competitive forces model does not include:
  - The threat of new entrants to the market
  - The pressure from substitute products and service
  - The bargaining power of customer
  - The bargaining power of wholesalers
  - The positioning of traditional industry competitors
- The following are all strategic information systems except:
  - system to create barriers to competitor's entry into the market
  - system to increase switching cost
  - system to process payroll
  - system to link suppliers and customers tightly
  - system to make product/service differentiation
- Which of the following statements is false?
  - Supply chain management integrates the supplier, distributor, and customer logistic requirements into one cohesive process
  - Datamining can be used for market segmentation, trend analysis, and interactive marketing
  - The primary activities of value chain model include human resources, outbound logistics, sales and marketing, and operations
  - A point-of-sale system can be considered as part of the supply chain management
  - None of the above

◀ 注意背面尚有試題 ▶

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7. Which of the following statements is true?
- A. Relational databases can store more complex types of information than object-oriented and hypermedia databases
  - B. Fiber-optic cable is best used as the backbone of a network and not for connecting individual devices to a backbone
  - C. Information superhighway is national or worldwide in scope and generally restricted to use by members of a specific organization or set of organization such as a corporation
  - D. Hypermedia database is a database, with reporting and query tools, that stores current and historical data extracted from various operational systems and consolidated for management reporting and analysis
  - E. The difference between a PBX and a LAN is that the LAN makes use of the telephone company's wiring whereas the PBX does not
8. Which database model consists of both data and procedures(methods)?
- A. Hierarchical
  - B. Network
  - C. Relational
  - D. Object-oriented
  - E. None of the above
9. Which of the following statements is false?
- A. The hierarchical database model features one-to-many relationships
  - B. The set of rules and procedures governing transmission between two points in a telecommunications network is called a protocol
  - C. The Internet is the most well known and largest implementation of the information superhighway
  - D. Satellite has faster transmission speed than twisted wire and fiber optics
  - E. None of the above
10. Which of the following statements is false?
- A. The three basic network topologies are star, bus, and ring
  - B. The type of network topology that is controlled by a host computer is star
  - C. The type of network topology that links a number of computers by a single circuit made of fiber-optic cable, coaxial cable, or twisted wire is bus.
  - D. B and C are false
  - E. None of the above is false
11. Which of the following is not a layer in the TCP/IP reference model for communication:
- A. presentation
  - B. physical net
  - C. application
  - D. network interface
  - E. transport
12. Which of the following is false about Internet?
- A. Lack of adequate security is a problem on the Internet
  - B. The Internet has been quite successful in distribution of knowledge
  - C. The Internet is based on client/server technology

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- D. One of the Internet benefits to organizations is reduced communication costs  
E. None of the above is false
13. Which of the following is false about system development methodology?  
A. SDLC is a long-term development method where the system is developed in a series of formal phases  
B. SDLC is mostly appropriate for decision-oriented applications  
C. Prototyping is most useful when there is some uncertainty about defining requirements  
D. Prototyping builds a system quickly and inexpensively  
E. Prototyping has more interaction with users
14. Which of the following is true about Internet?  
A. is an international network of networks  
B. was founded by the U.S. Department of Defense  
C. has no formal management organization  
D. allows relatively easy and inexpensive connectivity  
E. all of the above
15. Which of the following is false?  
A. A value-added network adds value through packet-switching but the user is responsible for establishing protocols, editing and routing his or her data through the network  
B. EDI is the direct computer-to-computer exchange of standard business transaction documents such as purchase orders and invoices.  
C. In enterprise networking, the components of the information architecture are arranged to place more of the organization's computing power on the desktop and to create networks that link entire enterprises  
D. Open systems promote connectivity because they enable disparate equipment and services to work together  
E. Models for computer communications such as OSI and TCP/IP divide the telecommunications process into a series of logical layers which deal with a specific aspect of the communications process
16. The major difference between total quality management (TQM) and business process reengineering (BPR) is  
A. the need for problem-solving methods, goals, and measures  
B. the degree of change that can be achieved  
C. the type of leadership required from top management  
D. the degree of customer focus  
E. none of the above
17. Which of the following is false?  
A. The Simple Mail Transfer Protocol utility translates between local and Internet mail formats, allowing client to send/receive Internet e-mail  
B. Given the e-mail address of [georgecarter@fliers.com](mailto:georgecarter@fliers.com), the host computer's name is fliers.  
C. The Internet capability that retrieves, formats, and displays information using hypertext links is WWW  
D. The address of a specific resource on the Internet is called a uniform resource locator  
E. None of the above is false
18. Which of the following is false?  
A. A data flow diagram contains the following symbols: external entities, data flows, processes, data stores, and relationships  
B. CASE tools can reduce the amount of repetitive work a developer needs to do

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- C. CASE tools can improve communication between users and technical specialists  
D. Currently, no agreed-upon object-oriented methodology yet exists  
E. None of the above is false
19. Expert systems, neural nets, and fuzzy logic are examples of:
- A. decision support systems  
B. knowledge work systems  
C. artificial intelligence systems  
D. group collaboration and support systems  
E. office automation systems
20. Which of the following is false?
- A. Groupware and intranets are examples of decision support systems  
B. The types of information that can be obtained from datamining include associations, sequences, classifications, forecasts  
C. PERT or Gantt Charts are project management techniques  
D. Cost overruns is evidence of a poorly-managed systems development project  
E. None of the above is false
21. User-developed systems are more likely to:
- A. be adequately tested and documented  
B. lack proper quality assurance standards and controls  
C. have a lengthy conversion period  
D. be controlled and have audit trails  
E. both b and c
22. Which of the following is false?
- A. Value-added network does not require a firm to be responsible for managing its telecommunications  
B. Electronic mail is another name for electronic data interchange  
C. The communications standard used to transfer pages on the Web is the hypertext transport protocol  
D. A network gateway connects the LAN to public networks so that the LAN can exchange information with networks external to it  
E. None of the above is false

## II. 簡答題 (共計 34 分)

1. Who is responsible for total quality management (TQM) in an organization: the top management, the quality department, the manufacturing department, or everyone in the organization? Briefly explain. (10 分)
2. What are intranets and extranets? What technology are they based on? What is the major difference between these two technologies? (15 分)
3. Why do you want to major in Information Management (or Management Information Systems), but not other computer-related areas such as Computer Sciences, Computer Engineering, ...etc? (9 分)