

淡江大學九十三年學年度轉學生招生考試試題 70-1

系別：資訊管理學系三年級

科目：資訊管理導論

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×	簡單型計算機

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本試題雙面印製

一、定義下列名詞 (每題四分)

Electronic Commerce
Business Process Reengineering
Supply Chain Management
World Wide Web
Internet

二、申論題 (每題二十分)

1. 比較下列各種系統開發方法之優、缺點與適用性：

系統開發生命週期法(System Development Life Cycle, SDLC)

雛型法 (Prototyping)

使用者自建(End User Development)

2. Michael Porter 提出那些策略競爭模式？各模式的內涵為何？

3. Davis & Olson 在 1985 年的教科書將管理資訊系統(Management Information System)定義為：

A management information system is

- An integrated user-machine system
- For providing information
- To support the operations, management, analysis, and decision-making functions
- In an organization

The system utilizes

- Computer hardware and software
- Manual procedures
- Models for analysis, planning, control, and decision making , and
- A database

這個定義經過將近二十年，需要作那些的增添，詳述之。

三、選擇題(每題二分)

1. Systems are _____

- A. Wide or narrow
- B. Large or small
- C. Local or broad
- D. Open or close

2. A(n) is a plan designed to help an organization to outperform its competitors

- A. Competition
- B. Strategy
- C. Alliance
- D. Information

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3. Which of the following is not a capacity of a communication channel?
 - A. Narrow band
 - B. Wide band
 - C. Baseband
 - D. Broadband
4. Which of the following is NOT a medium?
 - A. Simplex
 - B. Optical fibers
 - C. Microwaves
 - D. Twisted pair
5. HTTP refers to _____
 - A. Hypertext transfer protocol
 - B. Hypertext transfer procedures
 - C. Hypertext transition protocol
 - D. Hypermedia transition procedures
6. Which is NOT a net address suffix?
 - A. .com
 - B. .edu
 - C. .gov
 - D. .erp
7. Which database model is the easiest to maintain?
 - A. Hierarchical
 - B. Network
 - C. Relational
 - D. Entity
8. Which of the following is NOT a type of data manipulation?
 - A. Select
 - B. Join
 - C. Catch
 - D. Project
9. Which is not a decision of a strategic manager?
 - A. Scheduling shop floor workers
 - B. Merging with another company
 - C. Moving the company
 - D. Developing a new product
10. The "I" in EDI stands for _____.
 - A. Information
 - B. Integration
 - C. Interchange
 - D. Interaction