淡江大學九十四學年度轉學生招生考試試題

系別： 資訊管理學系三年級　　科目：資訊管理導論

准帶項目請打「V」	
	簡單型計算機

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本試題雙面印製

一、選擇題 (每題 3 分)

1. One of the primary activities outlined in the value chain concept includes:
   A. Automated office systems
   B. Employee skills databases
   C. Computer-aided design
   D. Marketing and sales

2. The reinventing of processes within a business is called
   A. Business process reengineering
   B. Total quality management
   C. Transnational transformation
   D. None of the above

3. Employees and external consultants on a project team may use the Internet, intranets, and extranets to support electronic mail, videoconferencing, electronic discussion groups, and multimedia web pages. Communicating and collaborating on business projects would be a typical example of:
   A. Enterprise collaboration systems
   B. Electronic commerce systems
   C. Internal business systems
   D. All of the above

4. Data and voice conferencing are both considered to be electronic conferencing tools. Voice conferencing currently relies on which of the following technologies?
   A. Speaker-phone systems
   B. Internet telephone software and groupware
   C. Whiteboard system
   D. None of the above apply

5. Expert systems can:
   A. Learn from experience
   B. Solve problems requiring a broad knowledge and subjective problem-solving abilities
   C. Capture the expertise of an expert or group of experts in a computer-based information system
   D. Make subjective managerial decisions effectively

6. The feasibility study is created during which stage of the systems development cycle?:
   A. Systems analysis
   B. Systems design
   C. Systems implementation
   D. Systems investigation

7. Which of the following is one of the numerous changing trends being used for the delivery of information systems?:
   A. Tended to be decentralized in the earliest years of computing due to the limited capabilities of available computers
   B. Became increasingly decentralized during the period of development of large mainframe computers and telecommunications networks of terminals
   C. Tended to become more centralized with the development and widespread use of minicomputers and microcomputers
   D. Tended to become more centralized with the development of distributed processing networks

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8. A kilobyte (KB) is used to express which one of the following approximate measures?

A. 1,000 bytes of storage

B. 1,000,000 bytes of storage

C. 1,000,000,000 bytes of storage

D. 1,000,000,000,000 bytes of storage

9. There are several types of magnetic disk arrangements. RAID disks are magnetic disk units, which house many interconnected microcomputer hard disk drives, thus providing large, fault tolerant storage capacities. RAID is an acronym for:

A. Redundant arrays of independent disks

B. Redundant arrays of identical disks

C. Reduced arrays of independent disks

D. Risk arrays of independent disks

10. Which one of the following would NOT be considered a function performed by network management programs?

A. Automatically checking client PCs and video terminals for input/output activity

B. Assigning priorities to data communications requests from clients and terminals

C. Detecting and correcting transmission errors

D. All of the above are functions of network management programs

11. A logical collection of information that supports business analysis activities and decision-making tasks is

A. An object-oriented database　　　　B. A data mining tool

C. A data warehouse　　　　　　　　D. A database

12. A logical grouping of characters is a:

A. Character　　　　B. Field

C. Record　　　　　D. File

13. Which one of the following statements is false about the Internet?

A. Was established in 1969 by the United States Defense Department

B. Has a large central telecommunications center in Washington

C. Requires each message sent to have a unique address code

D. Is experiencing explosive growth worldwide

14. There are a variety of telecommunications media. Which one of the following would not be considered a as a wireless technology?

A. Fiber optics　　　　　　　　B. Terrestrial microwave

C. Communication satellites　　D. Cellular and PCS telephone and pager systems

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15. In a telecommunications network, a switch is a:

    A. Communications processor that is used to make connections between telecommunications circuits in a network so a telecommunications message can reach its intended destination

    B. Communications processor that connects different communications architectures

    C. Communications processor that connects two similar LANs which are based on the same network standards or protocols

    D. Communications processor that connects LANs to networks based on different protocols

二、填充題 (每題 5 分)

1. A group of records of the same type is called a(n) _____.

2. Instead of spending hours surfing the Web, users can have the information they are interested in delivered automatically to their desktops through _____ technology.

3. _____ are a special category of DSS that can analyze and display data for planning and decision making using digitized maps.

4. A(n) _____ is a commercial organization with a permanent connection to the Internet that sells temporary connections to subscribers.

5. Database designers document the conceptual data model with a(n) _____ diagram. The boxes represent data entities and the diamonds represent relationships.

三、申論題 (每題 10 分)

1. What is the difference between HTML and XML?

2. Describe the capabilities of on-line analytical processing (OLAP) and data mining.

3. What are enterprise systems? How do they change the way an organization works?