

淡江大學 95 學年度轉學生招生考試試題

8

68-1

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、請將如下之專業英文詞句翻譯成中文（每題 5 分）（40%）

1. Pseudo code is a loosely structured method to describe the logic of a program or outline a system. It uses basic programming techniques but ignores issues of syntax and relies on verbal descriptions.
2. Chief Information Officer (CIO) is the person who is in charge of the MIS organization within a firm and develops strategy for the firm.
3. End-user development is a kind of system implementation method that managers and workers develop their own small systems using database management systems, spreadsheets, and other high-level tools.
4. Domain Name Server (DNS) is a computer on the Internet that converts mnemonic names into numeric Internet address. The mnemonic name is easier for humans to remember, but the computers rely on the numeric addresses.
5. The webmaster is responsible for creating, maintaining, and revising a company's World Wide Web site. Webmasters use technical and artistic skills to create sites that attract browsers.
6. Legacy systems are information systems that were created over several years and are now crucial to operating the company. They probably use older technology, and the software is difficult to modify.
7. C++ is an object-oriented extension of the C programming language. It provides efficient code and supports the development of reusable objects.
8. An online transaction processing (OLTP) system is designed to handle daily transactions. Although this system produces standard reports, managers often need to use the base data to perform additional analysis.

◀ 注意背面尚有試題 ▶

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68-2

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二、問答題（每題 10 分）（60%）

1. Microsoft 公司 Office 家族軟體包含 Project、Excel、Access、Front page、Outlook、... 等應用軟體，請說明此五類軟體之主要功能。
2. ERP (Enterprise Resource Planning) 套裝軟體與“資訊孤島”應用軟體，此二類系統之主要差異為何？
3. 某公司在建置「客戶關係管理系統 (CRM)」時，擬採用資料倉儲(Data Warehousing) 及資料探勘(Data Mining) 之技術，請簡要說明此三個英文詞彙之關聯。
4. 請使用「關連式資料庫」的資料儲存架構，說明「檔案(File)」、「記錄(Record)」及「欄位(Field)」的意義。
5. 探討“企業流程改造 (Business Process Reengineering)”議題時，網際網路、電子商務、分散式資料庫等相關技術，會被稱為“破壞企業規則之科技 (Disruptive Technology)”，請嘗試解釋其可能的原因。
6. 請分別說明“Intranet”及“Application Service Provider (ASP)”二種網際網路之應用方式。