

淡江大學八十七學年度碩士班入學考試試題

系別：資訊管理學系

科目：資訊管理導論

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- I. Multiple-Choice Questions (單選題，每題 2 分)
- Which of the following is not a strategic information system?
 - System to create barriers to competitors' 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
 - Who is responsible for TQM in an organization?
 - Top management
 - Everyone
 - The quality department
 - The manufacturing department
 - Both the quality and manufacturing departments
 - Which of the following is not a core concept of object-oriented data model?
 - Encapsulation
 - Relationship
 - Message passing
 - Inheritance
 - Attributes and methods
 - In a database, data can be changed without necessarily affecting existing application programs. The concept is called:
 - Data control
 - Data integrity
 - Data redundancy
 - Data consistency
 - Data independence
 - Which of the following statements is false?
 - Fiber-optic cables are easier to install than coaxial cables
 - Microwave systems and satellites require line-of-sight transmission
 - Any one-way transmission over a satellite link has an inherent propagation delay of about one-quarter of a second
 - Digital signals tend to be less affected by interference or noise than analog signals
 - A common telephone uses the full-duplex transmission mode
 - Which of the following statements is false?
 - The most universal application of infrared light communications is probably with TV and VCR remote control units
 - A cellular radio system with digital transmission offers less susceptibility to interference, greater voice clarity, and fewer data errors than that with analog transmission

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- c. A bus network's performance can quickly degrade as the number of active nodes increases since all nodes must compete to use the bus.
 - d. Ethernet is a commercial LAN
 - e. A LAN is smaller than a WAN and larger than a MAN
7. In a client/server architecture, the hiding of server details to client is referred to as:
- a. Service transparency
 - b. Host independence
 - c. Universal resource designation
 - d. Virtual servers
 - e. Fat servers
8. Which of the following statements is false?
- a. An information warehouse is generally thought of as a decision-support tool
 - b. Information warehouses are an example of integration
 - c. Information warehouses are frequently designed and implemented by data or database administrators
 - d. In the construction of information warehouses, data are converted and transformed with middleware
 - e. The risks of data warehousing may include data security
9. Which of the following statements is false?
- a. Strategic IS planning involves the activity that establish the relationship between the overall organizational plan and IS plan
 - b. Business systems planning (BSP) focuses on business processes and data classes
 - c. The critical success factors (CSF) approach involves a series of interviews
 - d. The types of feasibility considered in a feasibility study are technical, operational, and organizational
 - e. System analysis is the process of separating a whole into its parts to allow examination of the parts.
10. Which of the following statements is false?
- a. A data flow diagram (DFD) shows the flow of data in an organization and the data relationships
 - b. Determining information requirements is a critical stage because it concerns whether or not the right system is to be developed
 - c. At the implementation stage of SDLC, parallel processing reduces the risk of implementing a new but faulty system
 - d. User satisfaction can be used as a surrogate to evaluate information provided by an information system
 - e. A flowchart shows entities and their interrelationships
11. Which of the following statements is false?
- a. In contrast to E-mail, which uses regular telephone lines, EDI uses a value-added network (VAN)

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- b. Lotus Notes is a client/server platform for developing and deploying groupware applications
 - c. The growth of video teleconferencing is currently limited by several factors, such as lack of standards, cost to setup.
 - d. EDI creates a paperless TPS environment
 - e. Information superhighways will deliver large amounts of services to organizations and business, but not individuals at home
12. For a DSS, _____ is concerned with what will happen to the outputs of the system if a change is being made in the inputs.
- a. "what if" analysis
 - b. "impact" analysis
 - c. "goal-seeking" analysis
 - d. "information" analysis
 - e. none of the above
13. Exception reporting is the capabilities of
- a. EIS
 - b. DSS
 - c. ES
 - d. OAS
 - e. TPS
14. Which of the following is not an issue or limitation in designing client/server database systems?
- a. Often a gateway (or translation software) from the server to one or more mainframes may be necessary to transfer data between databases.
 - b. Capabilities must be provided at the server for database recovery, backup, and security.
 - c. Sophisticated front-end software, using graphical user interfaces, may require high-end and expensive client workstations.
 - d. Client/server computing is more complex since proper database processing requires close communication between clients and servers across a network.
 - e. Most processing to be performed is close to the source of data being processed.
15. A management strategy to gain the benefits and minimize the risks of end-user computing is to:
- a. Encourage end-user computing while holding the IS department responsible for the results.
 - b. Encourage end-user computing while holding top management responsible for the results.
 - c. Divide computing responsibilities among groups
 - d. Make the IS department responsible for all decision making on computing issues
 - e. Make the end user groups completely responsible for all computing in their respective areas
16. Which of the following statements is false?
- a. The most-used applied AI technology is expert systems
 - b. Expert systems work well in broad problem domain
 - c. Perhaps the most difficult phase of building an expert system is knowledge acquisition

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- d. The intelligent DSS may be composed of one or more expert systems
 - e. Expert systems are computerized advisory programs that attempt to imitate the reasoning processes of experts in solving difficult problems
17. Material scanned by an optical character recognition device is stored as:
- a. ASCII characters
 - b. GIF files
 - c. Bit maps
 - d. Machine language
 - e. None of the above

II. Briefly describe the following terms. (30 分)

- 1. Mobile Computing
- 2. Global Positioning Systems (GPS)
- 3. Downsizing
- 4. Datamining
- 5. Mass Customization

III. Discuss the criteria (標準) that could be used to measure the success of an information system? (16 分)

IV. Read the following case and answer the questions. (20 分)

Historically, banks have been organized along different types of accounts such as checking or saving accounts, installment loans, mortgage loans, trust accounts, retirement accounts, and so forth. Usually, a bank would end up with fragmented information systems so that one customer with several accounts might be perceived as several customers and receive a separate statement for every account.

To establish several different accounts in a traditional bank, each time a new customer would have to give out the same demographic information (即個人基本資料), and each time each department would view the same customer as a separate customer.

Say that, you are an information systems professional and you want to achieve the following objectives:

- 1. Assign a master account number to each customer and then use suffixes to designate the various accounts the customer has within the bank.
- 2. A customer can open all accounts with one-stop shopping and receive only one monthly consolidated financial statement.
- 3. Only one account representative serves the customer and resolves all questions and problems.

Question 1. Do you consider this effort is a BPR or TQM? Why?

Question 2. What kinds of information systems will play a major role in this case? Why?