

國立屏東科技大學 九十七 學年度碩士班暨碩士在職專班招生考試  
資訊管理導論

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一、 選擇題（單選，每題 2 分，答錯不倒扣，共 40 分）  
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1. Which type of system below uses external and internal aggregate data of organization as its input:  
A. Data Warehouse  
B. Knowledge Management System  
C. Decision Support System  
D. Executive Support System
2. Which of the following is NOT a part of a system:  
A. Control  
B. Feedback  
C. Data Base  
D. Function  
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3. Which of following is NOT the major benefit of enterprise systems( ie. SAP):  
A. To support organizational structures that were not previously possible.  
B. To provide media richness and enhance the performance of coordination.  
C. To provide unified IT platform and standard format data among departments.  
D. To help creating the foundation for a customer or demand-driven organization.
4. Which statement about organization change below is the most correct:  
A. The key to successfully change is the adoption of workflow systems.  
B. Organizations need to “freeze” before introducing innovations.  
C. To implement change, IT, organization structure, task and people must be changed simultaneously.  
D. It is impossible to visualize change management, but organizational resistances do exist.
5. Which statement about agency cost is correct:  
A. Agency cost is the cost incurred by seller-buyer information asymmetry.  
B. The objective difference between principle and agent causes this cost.  
C. IT can increase agency costs and then organizational competitive advantage.  
D. A centralized organization incurs more agency cost than decentralized one does.  
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6. Which statement about transaction cost is correct:  
A. Transaction cost is the total cost of products and the efforts to conduct that transaction.  
B. IT can decrease transaction costs and then increase firm size.  
C. Larger firms can conduct transactions in market more cheaply than they can internally.  
D. Bounded rationality is one source of transaction cost.

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7. “Provides online meeting place where people with similar interests can communicate and find useful information” describes which Internet business model:  
A. Online marketplace  
B. Virtual community  
C. Portal  
D. Information Broker
8. Some Internet participants who aggregate contents or applications from multiple sources, package them for distribution, and resell them to third-party web sites. These Internet actors are called:  
A. Information Broker  
B. Internet Service Provider  
C. Syndicator  
D. Content Provider
9. To integrate existing legacy software applications of a corporation into a coherent single system is the purpose of:  
A. RosettaNet  
B. ERP  
C. SOA  
D. EAI
10. Web services refer to a set of loosely coupled software components that exchange information with each other using same standards and language. What is the primary foundation of Web service:  
A. XML  
B. P2P  
C. CGI  
D. CORBA

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11. Below are source codes of a recursive function:  

```
int f(int n)
{ if (n=1 or n=2)
    return 1;
  else
    return f(n-1) + f(n-2);}
```

Which statement about the function is true:  
A.  $f(9) - f(8) = f(7)$   
B.  $f(7) = [f(6) + f(8)]/2$   
C.  $f(4) + f(5) > f(6)$   
D.  $f(5) > f(6)$

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12. A SQL command:

```
SELECT M, N, O  
FROM P, Q  
WHERE P.X=Q.Y
```

In the command:

- A. M and N are tables.
- B. X and Y are value of columns.
- C. P and Q are columns of tables.
- D. X is a column of table P

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13. The indiscriminate sending of unsolicited e-mail message to many Internet users is:

- A. Spamming.
- B. Flaming.
- C. Cracking.
- D. Social Engineering.

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14. To provide a common framework that allows data to be shared and reused across application, enterprise, and community boundaries is the ambition of:

- A. Semantic Web
- B. Rich Internet Application
- C. Mesh Networks
- D. Web 2.0

15. In the descriptions about WAP below, which one is NOT correct:

- A. WAP gateway performs proxy function that translates HTML into WML.
- B. WAP is a system of protocols that enables wireless devices with tiny screen and memory to access web-based information and services.
- C. WAP is only used by 2G and 2.5G mobile devices, it is not necessary for 3G mobile devices.
- D. WAP gateways usually are founded and managed by telecom or ISPs.

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16. A type of eavesdropping listening program that monitors information traveling over a network:

- A. RPC
- B. Sniffer
- C. DoS
- D. Spoofing

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17. Data files used to establish the identity of users and electronic assets for protection of online transactions are:

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- A. Digital Certificates.
- B. Symmetric Key.
- C. Digital Envelope.
- D. Certificate Authority.

18. Ikujiro Nonaka proposed a knowledge spiral model, which explains four conversion modes of knowledge creation. In the following, which one is NOT included in the modes:

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- A. Socialization
- B. Internalization
- C. Formulation
- D. Combination

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19. The primary objective of which knowledge system is used to turn tacit, unstructured, and undocumented knowledge into explicit knowledge that can be stored in databases:

- A. Knowledge Work Systems
- B. Expert Systems
- C. Semi-structured Knowledge Systems
- D. Knowledge Network Systems

20. Computer systems that have redundant processors, peripherals, and software that provide a fail-over capability to back up components in the event of system failure are:

- A. Scalable Parallel Systems.
- B. Fault Tolerant Systems.
- C. Redundant Array Systems.
- D. Security Auditing Systems.

二、企業電子化過程中，除了需要建置網路基礎建設之外，還需要發展並整合一些應用系統。請說明其中包含哪些應用系統，各系統的功能為何？並說明這些系統的整合架構。(20%)

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三、個案分析

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國家網站公司在一年前創立，目標在競逐國內網路電子雜誌市場。他們最初的商業模式是提供流行時尚資訊給消費大眾，以賺取廣告收入。創立這家公司的王賢耳先生，一開始就邀請一所大學由一位教授與三位學生所組成的研究團隊，來開發網站系統，而自己則帶領所招募的三人團隊進行多媒體內容設計。雙方的協議是，網站系統團隊要建立一個系統，讓不會程式設計的多媒體團隊，以後可以自行維護網站。

專案進行沒多久，兩個團隊就起了爭執：創辦人王賢耳的團隊認為網站既要提供流行時尚，就必須多用一點影音、圖檔或動畫等多媒體設計，而大學團隊的網站系統卻對整個網站風貌的活潑性，造成很大的限制；另一邊，大學團隊則堅持，網站系統應該犧牲一些版面與內容的彈性，以增進效率，並使後續的網站內容更新與維護工作容易進行。經過妥協之後，系統團隊提高一些版面設定的彈性，使用者將來只要選好物件，系統就能處理網頁排版。而廣告的內容，則會自動被安插到網頁裡面。經過這樣的調整後，網頁看起來就不會太死板了。

雖然風波暫告平息，但是雙方對此爭議仍是斷斷續續，王賢耳不知如何是好，就讓兩方在此協議之下獨自去發展。自己則在想，或許這個網站應該多發揮一些大學團隊的能力，來發展更多的商業模式，例如相關新聞報導、銷售商品，或是提供廠商在這個網站內建立子網站做行銷工作。這個「子網站」的構想確實為大學團隊造成挑戰，因為與流行時尚相關的行業形形色色，想建立一套系統適用於全部，不是容易的事情。

四個月前，這個系統初步完成了，使用者在維護這個網站時，完全不須要設計網頁，只要上傳檔案與作設定就可以了。王賢耳感到很滿意，他發現用這套系統來建立一個網站時，大約可以節省傳統網頁設計成本的八至九成。他和公司的股東們體認到，這套系統甚至可能成為公司的策略工具。

最近，王賢耳已經改變公司的策略了，由於這套系統在短短的幾天功夫，就可以幫別的公司建立好網站，而且也因為原先的 B2C 模式對顧客的吸引力不夠。國家公司現在的商業模式改變成 B2B 模式，她幫別的公司在這個網站裡建立「子網站」，然後以收取系統維護費用作為獲利模式。

問題：

- (1) 說明資訊系統與企業策略間的關係。(10%)
- (2) 以策略格道(Strategic Grid)說明個案公司資訊系統的轉型。(20%)
- (3) 描述個案公司這套系統的軟體、硬體架構圖。(10%)

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