

資訊管理導論試題

一、是非題(Y：正確，N：錯誤，每題 3 分，不倒扣，共30分)

1. The Internet and Internet-like networks have become the primary information technology infrastructure that supports the e-business applications of many companies. These companies rely on e-business applications to re-engineer internal business operations, implement electronic commerce systems with their customers and suppliers, and promote enterprise collaboration among business teams and workgroups.
2. When a firm makes radical changes to the business processes for producing products and services that are so different from the way business has been conducted that it alters the fundamental structure of an industry, this would be considered an example of a differentiation strategy.
3. Companies like Wal-Mart began to extend their networks to their customers and suppliers in order to build innovative continuous inventory replenishment systems that would lock in their business. This creates inter-enterprise information systems in which the Internet, extranets, and other networks electronically link the computers of businesses with their customers and suppliers, resulting in new business alliances and partnerships.
4. Enterprise resource planning is a cross-functional enterprise system driven by an integrated suite of software modules that supports the basic internal business processes of a company.
5. For most companies today, electronic commerce is more than just buying and selling products online. Instead, it encompasses the entire online process of developing, marketing, selling, delivering, servicing, and paying for products and services transacted on internetworked, global marketplaces of customers, with the support of a worldwide network of business partners.
6. An enterprise information portal (EIP) is a Web-based interface and integration of MIS, DSS, EIS, and other technologies that gives all intranet users and selected extranet users access to a variety of internal and external business applications and services.
7. Implementing new E-business strategies requires managing the effects of major changes in key organizational dimensions such as business processes, organizational structures, managerial roles, employee work assignments and stakeholder relationships that arise from the deployment of new E-business systems.
8. The database management approach refers to the storage and processing of data in which independent files are consolidated into a common pool, or database, of records available to different application programs and end users for processing and data retrieval. Its biggest advantage is that it promotes data/program dependence.
9. The business/IT planning process has three major components: strategy development, resource management, and technology architecture. Developing strategic plans for managing or outsourcing a company's IT resources, including IS personnel, hardware, software, data, and network resources best describes strategy development.
10. VoIP technology uses the Internet Protocol to deliver voice information in digital form using packet switching.

二、選擇題(單選，每題 3 分，不倒扣，共 30分)

資訊管理導論 試題
UNREGISTERED

1. When companies use chargeback systems, the information systems department becomes a service center whose costs are recorded, reported, allocated, and charged back to specific end user business units, depending on their use of:
 - A) Record keeping
 - B) System resources
 - C) Lights out
 - D) Information systems personnel
2. Why is computer monitoring being criticized as an invasion of the privacy of employment?
 - A) In many cases, the employees do not know that they are being monitored or don't know how the information is being used.
 - B) People have a right to express their opinions and the right to publish those opinions on the Internet.
 - C) Information technology has created repetitive jobs that cause serious health problems.
 - D) There have been incidents of racist or defamatory messages on the Web.
3. Apply one of the key e-commerce success factors of retailing on the Web to the following statement: "Many sites encourage you to register with them and fill out a personal interest profile so that when you return, you are welcomed by name or with a personal Web page, greeted with special offers, and guided to those parts of the site that you are most interested in."
 - A) Performance and service efficiency.
 - B) Selection and value.
 - C) Personal attention.
 - D) Look and feel.
4. Many of the business processes in electronic commerce can be managed and partially automated with specialized software. This software helps employees electronically collaborate to accomplish structured work tasks within knowledge-based business processes using predefined sets of business rules, roles of stakeholders, authorization requirements, routing alternatives, databases used, and sequence of tasks required for each e-commerce process. This specialized software is referred to as:
 - A) Groupware.
 - B) Knowledge management software.
 - C) Database software.
 - D) Workflow management software.
5. Which of the following have been the major causes of failure in ERP projects?
 - A) In almost every case, the business managers and IT professionals of these companies underestimated the complexity of the planning, development, and training that were needed to prepare for a new ERP system that would radically change their business processes and information systems.
 - B) Failure to involve affected employees in the planning and development phases and to change management programs, or trying to do too much too fast in the conversion process, were typical causes of failed ERP projects.
 - C) Insufficient training in the new work tasks required by the ERP system, and failure to do enough data conversion and testing, were other causes of failure.

資訊管理導論試題

- D) All of the above.
6. A variety of manufacturing information systems are used to support computer-integrated manufacturing (CIM). CIM is an overall concept that stresses that the objectives of computer-based systems to manufacturing must be to accomplish which of the following?
- A) Simplifying or reengineering production processes but not product designs or factory organization.
 - B) Automating production processes but not the business functions that support them.
 - C) Integrating all production and support processes using computer networks, cross-functional business software and other information technologies.
 - D) Integrating the collaboration and communication within the organization.
7. The Internet's protocol suite is known as:
- A) Transmission Control Protocol/Internet Protocol (TCP/IP).
 - B) International Standards Organization (ISO).
 - C) Open Systems Interconnection (OSI).
 - D) None of the above.
8. Networking and telecommunications technologies, along with computer hardware, software, data management technology, and the people required to run and manage them, constitute an organization's:
- A) data management environment.
 - B) networked environment.
 - C) IT infrastructure.
 - D) information system.
9. Bluetooth is the popular name for this IEEE standard:
- A) IEEE 802.15.
 - B) IEEE 802.11.
 - C) IEEE 802.16.
 - D) IEEE 802.20.
10. A digital certificate system:
- A) uses third-party CAs to validate a user's identity.
 - B) uses digital signatures to validate a user's identity.
 - C) uses tokens to validate a user's identity.
 - D) are used primarily by individuals for personal correspondence.

三、簡答題 (每題 10分，共 40分)

1. 何謂「電子商務經營模式」(EC Business Model)? 電子商務經營模式有哪些類型? 請針對於主要的電子商務經營模式，各舉一個知名的電子商務網站。
2. 何謂「網路服務」(Web Service)? 其主要的特色為何?
3. 何謂「線上即時分析」(On-line Analytical Processing, OLAP)，其特性為何?
4. 電子商務泡沫化的主要原因為何?