



## 一、選擇題(單選) 50% (每題 2 分) (答錯不倒扣)

- 1) All of the following are possible steps in the data collection and information gathering process that leads to decision making, except:
  - a) classification.
  - b) removal.
  - c) summarizing.
  - d) storing.
  - e) retrieval.
- 2) Which of the following is the type of decision made by lower-level managers and staff for the day-to-day operations of an organization?
  - a) structured.
  - b) semistructured.
  - c) unstructured.
  - d) all of the above
  - e) none of the above
- 3) According to Moore's law, processing power:
  - a) doubles every 12 months.
  - b) doubles every 18 months.
  - c) triples every 12 months.
  - d) triples every 18 months.
  - e) triples every 24 months.
- 4) A dentist can have many patients but each patient has only one dentist. What kind of relationship is this an example of?
  - a) one-to-one relationship
  - b) one-to-many relationship
  - c) many-to-many relationship
  - d) all of the above
  - e) none of the above
- 5) Which of the following represents data using two-dimensional tables?
  - a) hierarchical data model
  - b) network data model
  - c) relational data model
  - d) all of the above
  - e) none of the above



- 6) Which of the following describes a telecommunication network that allows direct computer-to-computer exchange of business documents?
- a) ring topology
  - b) electronic data interchange
  - c) peer-to-peer relationship
  - d) all of the above
  - e) none of the above
- 7) A factory's computer automatically sending an order to a supplier's computer over a VAN is an example of which kind of EC?
- a) business-to-business
  - b) business-to-business/individual
  - c) individual-to-individual
  - d) all of the above
  - e) none of the above
- 8) In which of the following is the data input device directly linked to the transaction processing system enabling the data to be processed as soon as they are generated?
- a) on-line transaction processing (OLTP)
  - b) batch processing
  - c) knowledge management
  - d) all of the above
  - e) none of the above
- 9) Which of the following is true of management information systems?
- a) Summary and exception reports are their most common input.
  - b) Summary and exception reports are their most common output.
  - c) Their main output targets are the transaction processing systems.
  - d) all of the above
  - e) none of the above
- 10) Which of the following constitute the three main components of a DSS?
- a) a TPS, a network, and a model management system
  - b) a network, a model management system, and support tools
  - c) a DBMS, a network, and support tools
  - d) a DBMS, a model management system, and support tools
  - e) none of the above



- 11) Which of the following is a reason that organizations outsource?
- To provide improved job security for its employees.
  - Because prototyping is useful for building systems with emerging technology or in cases where the requirements aren't clear.
  - To gain a strategic edge in the marketplace and better focus on its primary line of business.
  - all of the above
  - one of the above
- 12) The SDLC phase that follows systems planning is?
- systems implementation and evaluation
  - systems design
  - systems development
  - systems analysis
  - systems action
- 13) An example of a tangible factor for a systems project is?
- a workforce reduction of 30 people
  - improving overall customer service
  - enhancing the organization's image
  - all of the above
  - none of the above
- 14) Which of the following is the commonly accepted term for the person who is responsible for the entire IT division or department?
- chief data officer
  - chief knowledge officer
  - chief information officer
  - chief computer officer
  - chief engineering officer
- 15) The first step in selecting a software package is to
- develop a prototype
  - identify potential software vendors
  - evaluate software package alternatives
  - evaluate the information system requirements
  - negotiate with dealers



- 16) \_\_\_\_\_ software is a software package that can be used by many different types of organizations.
- Commercial application
  - Horizontal application
  - Vertical application
  - In-house
  - EUC
- 17) A \_\_\_\_\_ is used to connect two similar networks.
- router
  - bridge
  - gateway
  - modem
  - none of the above
- 18) Focusing on a niche means
- providing products for a specific market segment.
  - being the low cost leader.
  - using computers better than competitors.
  - producing goods faster than competitors.
  - none of the above
- 19) A shoe company has a sophisticated and costly marketing information system in place that lets it sell products faster than anyone else. This would be a(n) \_\_\_\_\_ to a new business trying enter the market.
- competitive reduction
  - switching cost
  - barrier to entry
  - barrier to exit
  - none of the above
- 20) Looking for patterns in a data warehouse is called
- exception reporting
  - coursing
  - desynchronization
  - data mining
  - none of the above



- 21) Which of the following is responsible for budget, time, and people in application development?
- a) business technologist
  - b) programmer
  - c) systems analyst
  - d) project manager
  - e) knowledge manager
- 22) Which of the following are support value chain activities?
- a) Human resource management
  - b) Operations
  - c) Firm infrastructure
  - d) a and c
  - e) a and b
- 23) Access, FoxPro, and Paradox are examples of which type of software?
- a) word processing
  - b) CAD
  - c) Charting
  - d) Databases
  - e) Spreadsheets
- 24) Which of the following is a reason that intra-organizational systems are used more frequently today?
- a) Intra-organizational systems act as a storage unit for information within one company site.
  - b) As globalization continues at an accelerated pace, managers are under pressure to quickly access, digest, and disseminate large volumes of information across national and international boundaries.
  - c) As the cost of hardware increases, the cost of building intra-organizational systems continues to decrease.
  - d) all of the above
  - e) none of the above
- 25) Which of the following is true regarding change?
- a) Employees are generally very amenable to change, which is a great help in implementing new programs and initiatives.
  - b) Change can be avoided.
  - c) Resistance to change is one of the major obstacles in implementing new programs and initiatives.
  - d) Change is easy.
  - e) none of the above



## 二、申論題（共二題，每題二十五分）

1. 請回答下列有關知識管理的問題。盡量以實例說明！（25%）
  - (1) 何謂知識管理？
  - (2) 知識管理的核心是什麼？
  - (3) 組織在進行知識管理有何前提必備的條件？
  - (4) 組織如何進行知識管理？
  - (5) 組織如何如何評估知識管理的成效？
  
2. 印度的資訊軟體產業發展相當成熟，廣為歐美國家代工撰寫程式，如同晶圓代工為台灣賺取巨額外匯一般，印度的資訊軟體產業也為印度賺取巨額外匯。試論本土的資訊軟體產業應如何迎頭趕上？有關政府部門應該如何配合？學界又應如何配合？（25%）