

國立中央大學99學年度碩士班考試入學試題卷

所別：資訊管理學系碩士班 甲組(一般生) 科目：管理資訊系統 共 2 頁 第 1 頁

乙組(一般生)

\*請在試卷答案卷(卡)內作答

\*本科考試禁用計算器

Instructions: (Before you start, read all the instructions carefully.)

- a. 答案必須沿著答案卷的橫格線由左到右橫式書寫。所有答案的題號務必標示清楚。
- b. 本試題共分三部分，分別是填充題(50%)，簡答題(20%)和問答題(30%)。

Part I. Fill In the Blanks (50%, 填充題@2%)

1. \_\_\_\_\_ is the Internet business model that can best describe what Facebook is operating.
2. The \_\_\_\_\_ is a model of informed consent prohibiting an organization from collecting any personal information unless the individual specifically takes action to approve information collection and use.
3. \_\_\_\_\_ is the place in its website where Facebook declares what information are collected.
4. According to \_\_\_\_\_ theory, the firm is viewed as a "Nexus of contracts" among self-interested individuals.
5. An extranet that links a large firm to its suppliers and other key business partners is called a(n) \_\_\_\_\_.
6. A network of organizations and business processes for procuring raw materials, transforming these materials into intermediate and finished products, and distributing the finished products to customers is called a \_\_\_\_\_.
7. A distortion of information about the demand for a product as it passes from one entity to the next across the supply chain is called \_\_\_\_\_.
8. The measurement of the number of customers who stop using or purchasing products or services from a company is called \_\_\_\_\_.
9. \_\_\_\_\_ is the scientific collection, examination, authentication, preservation, and analysis of data held on or retrieved from computer storage media in such a way that the information can be used as evidence in a court of law.
10. \_\_\_\_\_ enable hackers to steal proprietary information from anywhere on a network, including e-mail messages, company files, and confidential reports.
11. In a \_\_\_\_\_ view, the performance of a system is optimized when both the technology and the organization mutually adjust to one another until a satisfactory fit is obtained.
12. A firm that invests in efficient business processes is making an investment in \_\_\_\_\_ assets.
13. UPS's use of Web-based tools that allow customers to embed UPS functions such as tracking and cost calculations into their own Web sites was an information systems solution used to achieve \_\_\_\_\_.
14. The \_\_\_\_\_ formula calculates the least expensive quantity to reorder for restocking inventory.
15. Supply chain management systems are one type of \_\_\_\_\_ system because they automate the flow of information across organizational boundaries.
16. A(n) \_\_\_\_\_ is an activity at which a firm excels as a world-class leader.
17. Mintzberg's classification of organizational structure categorizes the knowledge-based organization where goods and services depend on the expertise and knowledge of professionals as a(n) \_\_\_\_\_.
18. The \_\_\_\_\_ model can be used to analyze the direct and indirect costs to help firms determine the actual cost of specific technology implementations.
19. A \_\_\_\_\_ uses an easy-to-understand display to provide management with a comprehensive view of firm performance on a single screen.
20. A(n) \_\_\_\_\_ is a detailed list of questions submitted to external vendors to determine how well they meet the organization's specific requirements.
1. Cost, time, quality, and \_\_\_\_\_ are the main dimensions used to measure business processes.
2. The level of a project's \_\_\_\_\_ is influenced primarily by project size, project structure, and the level of technical expertise.

參考用

注：背面有試題

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23. The design of jobs, health issues, and the end-user interface of information systems are all considerations in the field of \_\_\_\_\_.
24. A company that controls finances in the home country and decentralizes production, sales, and marketing operations to other countries is using a \_\_\_\_\_ strategy.
25. The tool that enables users to view the same data in different ways using multiple dimensions is \_\_\_\_\_.

Part II. 解釋名詞 (20%, @5%)

請解釋並舉例說明下列名詞：

1. BPR
2. Cloud computing
3. KM
4. Web 3.0

Part III. Essay Questions (30%, 問答題@15%)

1. (15%) 何謂BI? 請舉例說明BI對組織的重要性。並分析資訊部門如何支援組織的BI功能。
2. (15%) 何謂responsibility? 何謂accountability? 何謂liability? 並舉例說明responsibility, accountability, liability對組織的資訊系統應用的重要性與影響。

參考用

注意：背面有試題