國立聯合大學九十七學年度碩士班考試招生

管理碩士學位學程 入學考試試題

科 目： 資訊管理 第 1 頁共 1 頁

(請注意：請考生依循『題型』與『題號』依序於答覆卷(非本試題卷)編寫)

Part I.是非題 (40%)
1. Wireless networks are more vulnerable to penetration because radio frequency bands are easy to scan.
2. A formal division of labor between end users and IS specialists is part of the systems lifecycle methodology.
3. The use of packet switching to increase telecommunications transmission efficiency is one of the three major developments that has shaped contemporary digital telecommunications systems.
4. Personal communication services are entirely digital.
5. Public key encryption requires separate pairs of private and public keys.
6. User concerns and designer concerns are usually the same at the beginning of the project.
7. FTP is the major Internet service that enables a user to log on to one computer system and do work on another.
8. VRML allows virtual reality applications for the World Wide Web.
10. All aspects of organizational knowledge can be captured and codified easily by using the knowledge systems now available.
11. Virtual reality systems use interactive graphics software to create computer generated simulations.
12. Some DSS for customer relationship management use data gathered from the Web.
13. The Internet can replace existing distribution channels or extend them.
14. Unstructured knowledge is all the digital information in a firm that does not exist in a formal document or a formal report that was written by a designated author.
15. One weakness of the payback method is that it ignores the time value of money.
16. The entity-relationship diagram documents the physical design of the database.
17. Voice over IP technology uses the IP to deliver voice information in digital form using packet switching.
18. DSS give new capabilities for non-routine decisions and user control.
19. Systems development can create problems just because it is an entirely rational process.
20. Wireless computing devices are not subject to viruses.

Part II. 單選題 (20%)
1. Some DSS for customer relationship management:
   a.) are used for Human Resources guidelines.
   b.) can identify all the management variables.
   c.) use digital mapping.
   d.) combine Web site transaction data with data from enterprise systems.
   e.) All of the above

2. Fuzzy logic allows managers to:
   a.) reduce costs and shorten development time.
   b.) teach the concepts of IF-THEN statements to their neural networks.
   c.) combine membership function readings.
   d.) randomly generate a series of possible alternatives.
   e.) create hybrid systems.

3. The term “associations” is associated with:
   a.) occurrences linked to a single event.
   b.) classifications when no groups have been defined.
   c.) pattern recognition describing the group to which an item belongs.
   d.) a series of existing values used to predict other values.

4. Genetic algorithms:
   a.) develop solutions to particular problems using fitness, crossover, and mutation.
   b.) represent knowledge as groups of characteristics.
   c.) do not work for most problems.
   d.) are based on logic.
   e.) imitate human reasoning.

5. The central objective of supply chain management systems is:
   a.) supply chain leverage.
   b.) the creation of switching costs.
   c.) far-reaching benefits.
   d.) flexibility.
   e.) information visibility.

Part III. 簡答題(40%)
1. What is knowledge management?  Briefly outline the knowledge management chain.
2. What are the components of an information system?
3. 若以交易對象不同來分類，電子商務可分為哪幾類？
4. 若以不同的開發對象來分區，資訊系統的開發方法可分為哪幾類？