

東吳大學 105 學年度轉學生(含進修學士班轉學生)招生考試試題

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系級	資訊管理學系三年級	考試時間	100 分鐘
科目	管理資訊系統	本科總分	100 分

Multiple choice (40%). (4 points for each question)

- The use of digital technology and the Internet to execute the major business processes in the enterprise is called _____. (A) MIS. (B) enterprise applications. (C) e-business. (D) e-commerce.
- Which type of system would you use to forecast the return on investment if you used new suppliers with better delivery track records? (A) MIS (B) ESS (C) TPS (D) DSS
- Which of the following is **not** one of the current changes taking place in information systems technology? (A) growing business use of "big data" (B) growth in cloud computing (C) emerging mobile platform (D) development of video presence software
- The use of information systems because of necessity describes the business objective of _____. (A) competitive advantage. (B) improved flexibility. (C) survival. (D) improved business practices.
- Which of the following is an example of a cross-functional business process? (A) paying creditors (B) creating a new product (C) assembling a product (D) identifying customers
- The interaction between information systems and organizations is influenced _____. (A) primarily by the decision making of middle and senior managers. (B) by two main microeconomic forces: capital and labor. (C) by many factors, including structure, politics, culture, and environment. (D) primarily by the organization's business processes and culture.
- Which of the following statements about collaboration is **not** true? (A) Successful collaboration can be achieved through technology regardless of the organization's culture or structure. (B) One business benefit of collaboration is improved innovation. (C) In business, a collaboration can last as little as a few minutes. (D) Business collaboration relies on the formation of teams that are assigned a specific task or goal.
- The _____ model is used to describe the interaction of external forces that affect an organization's strategy and ability to compete. (A) demand control (B) competitive forces (C) network economics (D) competitive advantage
- The move of retail banking to use ATMs after Citibank unveiled its first ATMs illustrates the use of information systems to achieve which business objective? (A) survival (B) customer and supplier intimacy (C) competitive advantage (D) improved efficiency.
- The costs incurred when a firm buys on the marketplace what it cannot make itself are referred to as (A) switching costs. (B) procurement. (C) agency costs. (D) transaction costs.

Questions (60%).

- (a) Define an enterprise system (10%)
(b) How do enterprise systems help business achieve operational excellence? (10%)
- (a) Define the cloud computing (10%)
(b) Identify the benefits and challenges of using cloud computing services. (10%)
- (a) What is the definition of sharing economy? (10%)
(b) Give an example of the sharing economy application and its business model. (10%)