| 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 |

※請標明題號後，依序作答於答案卷上。

**Multiple Choice (60%) (4 points for each question)**

1. An information system can enhance core competencies by _____.  (A) creating educational opportunities for management.  (B) providing better reporting facilities.  (C) allowing operational employees to interact with management.  (D) encouraging the sharing of knowledge across business units.

2. Which systems are typically a major source of data for other systems?  (A) decision-support systems  (B) management information systems  (C) executive support systems  (D) transaction processing systems

3. The Internet raises the bargaining power of customers by _____.  (A) lowering transaction costs.  (B) creating new opportunities for building loyal customer bases.  (C) making information available to everyone.  (D) making more products available.

4. To monitor the status of internal operations and the firm's relations with the external environment, managers need _____ systems.  (A) knowledge  (B) management information  (C) transaction processing  (D) decision-support

5. _____ systems integrate supplier, manufacturer, distributor, and customer logistics processes.  (A) Supply-chain management  (B) Reverse logistics  (C) Collaborative distribution  (D) Enterprise planning

6. 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) networked environment.  (B) data management environment.  (C) IT infrastructure.  (D) information system.

7. Organizational culture is best described by which of the following statements?  (A) It is a set of assumptions and values accepted by most members.  (B) It encompasses the sum of beliefs and assumptions by all members.  (C) It reflects the senior management's perspective on the organization and goals.  (D) It enables the organization to transcend the different levels and specialties of its employees.

8. Dell Computer's use of information systems to improve efficiency and implement "mass customization" techniques to maintain consistent profitability and an industry lead illustrates which business objective?  (A) improved flexibility  (B) competitive advantage  (C) improved business practices  (D) survival

9. The six important business objectives of information technology are new products, services, and business models; customer and supplier intimacy; survival; competitive advantage; operational excellence; and _____  (A) improved business practices.  (B) improved efficiency.  (C) improved decision making.  (D) improved flexibility.

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10. Which of the following decisions requires knowledge based on collaboration and interaction? (A) How long will it take to manufacture this product? (B) In which geographical locations are our products garnering the most sales? (C) Should we work with outside vendors on new products and services? (D) Which product design is the most efficient for the user in terms of energy use?

11. A virtual company _____. (A) uses the capabilities of other companies without being physically tied to those companies. (B) uses Internet technology to maintain a virtual storefront. (C) provides entirely Internet-driven services, or virtual products. (D) uses Internet technology to maintain a networked community of users.

12. The four major enterprise applications are _____. (A) enterprise systems, SCMs, CRMs, and KMSs. (B) enterprise systems, SCMs, DSSs, and CRMs. (C) SCMs, CRMs, DSSs, and KMSs. (D) SCMs, CRMs, ESSs, and KMSs.

13. A(n) _____ system collects data from various key business processes and stores the data in a single, comprehensive data repository, usable by other parts of the business. (A) automatic reporting (B) transaction (C) enterprise (D) management information

14. You have been hired by a worldwide non-profit agency to implement a system to handle their donations. The system must be able to handle and record telephone, sms, and Internet donations, provide up-to-the-minute reports, and create highly customizable mailing lists. In addition, event fundraisers need to be able to quickly access a donor's information and history. Which of the following systems will best meet these needs? (A) TPS with ESS capabilities (B) TPS with DSS capabilities (C) TPS with MIS capabilities (D) TPS.

15. Amazon's use of the Internet as a platform to sell books more efficiently than traditional bookstores illustrates a use of information services for _____. (A) low-cost leadership. (B) Focusing on market niche. (C) Strengthening supplier intimacy. (D) Marketing effectiveness.

**True/False (20%) (2 points for each question)**
**Instructions: "T" if the statement is true, or "F" if the statement is false.**

1. Supply chain management systems are more externally oriented than enterprise systems.

2. Information systems literacy describes the behavioral approach to information systems, whereas computer literacy describes the technical approach.

3. ESSs draw summarized information from internal MIS and DSS.

4. From the point of view of economics, information systems technology can be viewed as a factor of production that can be substituted for traditional capital and labor.

5. In the strategy of product differentiation, information systems are used to enable new products and services.

6. The dimensions of information systems are management, organizations, and information technology.

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7. Developing a new product, fulfilling an order, and hiring a new employee are examples of business processes.

8. In the value chain model, primary activities are most directly related to the production and distribution of the firm's products and services that create value for the customer.

9. Decision-support systems help managers make decisions that are unique, rapidly changing, and not easily specified in advance.

10. Strong linkages to customers and suppliers decrease switching costs.


**Questions (20%)**

1. (a) Compare Web 2.0 and Web 3.0

   (b) Define RFID, explain how it works, and describe how it provides value to business?

2. (a) What is the difference between VR (Virtual Reality) and AR (Augmented Reality)

   (b) Give an example of the VR and AR applications, respectively.