

# 東吳大學 111 學年度暑假轉學生招生考試試題

第 1 頁，共 2 頁

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

※一律作答於答案卷上(題上作答不予計分)；並務必標明題號，依序作答。

1. 選擇題：(25%，每題 5%)

- (1). The overall aim of a \_\_\_\_\_ is to avoid seeking goals that are unrealistic, unprofitable, or unachievable.
  - a. SWOT (strengths, weaknesses, opportunities, and threats) analysis
  - b. CSF (critical success factor) analysis
  - c. BCF (business case factor) analysis
  - d. SWCT (strategy, weakness, cost, and technology) analysis
  
- (2). Many companies implement \_\_\_\_\_ systems that integrate all customer-related events and transactions.
  - a. CRM (customer relationship management)
  - b. TCO (total cost of ownership)
  - c. JIT (just-in-time)
  - d. RFID (radio frequency identification)
  
- (3). Transaction processing (TP) systems \_\_\_\_\_.
  - a. provide job-related information to users at all levels of a company
  - b. simulate human reasoning by combining a knowledge base and inference rules that determine how the knowledge is applied
  - c. process data generated by day-to-day business operations
  - d. include email, voice mail, fax, video conferencing, word processing, automated calendars, database management, spreadsheets, and integrated mobile computing systems
  
- (4). Business support systems \_\_\_\_\_.
  - a. provide job-related information support to users at all levels of a company
  - b. simulate human reasoning by combining a knowledge base and inference rules that determine how the knowledge is applied
  - c. process data generated by day-to-day business operations
  - d. include email, voice mail, fax, video conferencing, word processing, automated calendars, database management, spreadsheets, and integrated mobile computing systems

# 東吳大學 111 學年度暑假轉學生招生考試試題

第 2 頁，共 2 頁

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

(5). User productivity systems \_\_\_\_\_.

- a. provide job-related information to users at all levels of a company
- b. simulate human reasoning by combining a knowledge base and inference rules that determine how the knowledge is applied
- c. process data generated by day-to-day business operations
- d. include groupware programs that enable users to share data, collaborate on projects, and work in teams

## 2. 簡答題

(1). 請說明什麼是 TQM，並描述其特色 (10%)

(2). 請說明 DSS 與 TPS 分別是什麼，且解釋兩者差異 (15%)

(3). 簡單說明什麼是 CRM，並且以「資訊資源管理」(IRM) 的觀點指出 CRM 是管理企業甚麼重要資源？(10%)

3. 【申論】管理資訊系統的 Anthony 模式是以支援的不同層級與對象來分類，請嘗試說明 Anthony 模式的管理資訊系統有哪幾類，並從支援的層級與對象中各舉出一例進行說明。(20%)

4. 【申論】請說明甚麼是 SDLC，並詳細說明 SDLC 的每一個階段重要任務。(20%)