臺中健康暨管理學院九十學年度碩士班招生考試試題紙

所　別	組　別	考試科目	考試日期	節　次	備　　註
健康管理研究所 資訊科技與管理研究所	丙 一般生、在職生	資訊管理概論	5月5日	第二節	

一、　選擇題：（每題四分）

1. Which of the following is a true statement?
   a. Early information systems were responsible for implementing core institutional activities.
   b. Information systems in the 1960s and 1970s brought about primarily technical changes.
   c. Today's information systems are smaller in scope and are less complex than those of the 1950s, 1960s, and 1970s.
   d. Contemporary systems bring about managerial changes and institutional changes.
   e. Contemporary systems promote technical changes at the expense of managerial control.

2. The cooperative alliance formed between two corporations for the purpose of sharing information to gain strategic advantage best defines:
   a. intraorganizational system.
   b. interorganizational system.
   c. intranet.
   d. information partnership.
   e. information linkage.

3. Automatic teller machines and bank debit cards are examples of:
   a. focused differentiation.
   b. product differentiation.
   c. linkages with customers and suppliers.
   d. a low-cost producer.
   e. supply chain management.

4. As firms grow in size and scope, this type of cost rises, because owners must expend more and more effort supervising and managing employees.
   a. agency costs
   b. transaction costs
   c. development costs
   d. production costs
   e. advertising costs

5. High-level languages for retrieving data stored in databases or files defines:
   a. report generator.
   b. graphics language.
   c. query language.
   d. application generator.
   e. PC software tool.

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6. A page description language for creating Web pages and other hypermedia documents defines:
   a. COBOL.
   b. FORTRAN.
   c. ActiveX.
   d. HTML.
   e. Visual Basic.

7. The field in a record that uniquely identifies instances of that record so that it can be retrieved, updated, or sorted best describes a(n):
   a. master key.
   b. master field.
   c. attribute.
   d. pointer.
   e. key field.

8. To confront the strategic business challenge, managers should:
   a. develop global hardware, software, and communications standards and create cross-cultural accounting and reporting structures.
   b. rethink and redesign the way goods and services are designed, produced, delivered, and maintained.
   c. develop a new information architecture.
   d. develop islands of information and technology to facilitate the decision-making process.
   e. do none of the above.

9. The process of creating small, stable data structures from complex groups of data when designing a relational database defines:
   a. data decomposition.
   b. data structuring.
   c. data transcribing.
   d. normalization.
   e. data binding.

10. Prototyping steps include each of the following except:
    a. identifying the user's basic requirements
    b. developing an initial prototype
    c. using the prototype
    d. revising and enhancing the prototype
    e. conducting a post-implementation review

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11. A communications processor that connects dissimilar networks by providing the translation from one set of protocols to another is a:
   a. bridge.
   b. router.
   c. brouter.
   d. gateway.
   e. modem.

12. Software that helps companies integrate all facets of the business, including planning, manufacturing, sales, and marketing is:
   a. RAD
   b. APS
   c. CAD
   d. ERP
   e. CASE

13. The TCP/IP Stack:
   a. allows the NOS to communicate via the Internet protocol in addition to its native protocol.
   b. translates between local and Internet mail formats, allowing clients to send/receive Internet e-mail.
   c. enables file transfers to and from the server.
   d. sorts and filters data passing to and from the Internet.
   e. allows Web site guests to access document databases without requiring HTML encoding beforehand.

14. Given the e-mail address of georgecarter@fliers.com, the host computer's name is:
   a. georgecarter.
   b. georgecarter@fliers.
   c. fliers.
   d. com.
   e. none of the above.

15. The address of a specific resource on the Internet is called a:
   a. uniform resource locator.
   b. address locator.
   c. domain name.
   d. protocol.
   e. Web site.

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二、簡答題：

1. Please illustrate the Competitive Force Model developed by M. Porter and how could it be helpful in the concept of supply chain management. (15%)

2. Please describe the contents of EC and EB. And, analyze the difference between them. (15%)

3. Please distinguish the difference between ASP and pure HTML? Write a complete code (as easy as possible but have to be completed) in ASP to display the string "台中健康暨管理學院" upon the request. (10%)