

# 國立中正大學

## 110 學年度碩士班招生考試

### 試題

[第 4 節]

科目名稱	管理資訊系統
系所組別	資訊管理學系-甲組

#### —作答注意事項—

※作答前請先核對「試題」、「試卷」與「准考證」之系所組別、科目名稱是否相符。

1. 預備鈴響時即可入場，但至考試開始鈴響前，不得翻閱試題，並不得書寫、畫記、作答。
2. 考試開始鈴響時，即可開始作答；考試結束鈴響畢，應即停止作答。
3. 入場後於考試開始 40 分鐘內不得離場。
4. 全部答題均須在試卷（答案卷）作答區內完成。
5. 試卷作答限用藍色或黑色筆（含鉛筆）書寫。
6. 試題須隨試卷繳還。

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科目名稱：管理資訊系統

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## I. Multiple choice questions (3 points for each question):

1. Which collaboration technology is becoming more and more popular within organizations because it provides a means for forming ad hoc groups, networking and locating potential business allies?
  - A) Intranet
  - B) Wikis
  - C) VoIP
  - D) Social networking sites
  - E) Unified communications
2. By using IS to achieve economies of scale and generate operating efficiencies, Walmart epitomizes which one of Porter's generic strategies?
  - A) Differentiation
  - B) Focus
  - C) Cost leadership
  - D) Broad focus
  - E) Cost differentiation
3. A bank provides its customers mobile applications that significantly simplify traditional banking activities. For example, a customer can use a smartphone to take a picture of a check and electronically deposit into an account. This unique service demonstrates the bank's desire to practice which one of Porter's strategies?
  - A) Differentiation
  - B) Focus
  - C) Cost leadership
  - D) Broad focus
  - E) Cost differentiation
4. Hilton Hotels' use of customer information software to identify the most profitable customers to direct its services to is an example of using information systems to:
  - A) strengthen customer intimacy.
  - B) differentiate their service.
  - C) focus on market niche.
  - D) increase efficiency.
  - E) provide services at a lower price than its competitors.
5. A distortion of information about the demand for a product as it passes from one entity to the next across the supply chain is called the \_\_\_\_\_ effect.
  - A) network
  - B) bullwhip
  - C) ripple
  - D) whirlpool
  - E) diffraction

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6. What is the primary benefit to consumers of disintermediation?
- A) Faster service
  - B) Lower costs
  - C) Higher quality
  - D) Greater choices
  - E) None, because disintermediation primarily benefits manufacturers.
7. Google's ability to recognize the meaning and intent behind user queries rather than merely matching keywords is based on which of the following?
- A) Expert systems
  - B) Machine learning
  - C) DSS
  - D) Neural networks
  - E) Parameterized reports
8. What kind of decision making tool could help you develop a recommended system for your firm's website which has 50,000 visitors a month?
- A) Big data analytics
  - B) Sensitivity analysis
  - C) Goal seeking
  - D) Forecasting
  - E) Simulation
9. In the \_\_\_\_\_ revenue models, a firm offers some services for free but charges a subscription fee for premium services.
- A) free/freemium
  - B) subscription
  - C) transaction fee
  - D) affiliate
  - E) sales
10. You manage the Information Systems department at a small startup Internet advertiser. You need to set up an inexpensive system that allows customers to see real-time statistics, such as views and click-throughs, about their current display ads. Which type of system will most efficiently provide a solution?
- A) CRM
  - B) Enterprise system
  - C) Extranet
  - D) Intranet
  - E) KWM

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## II. Short answer questions (70%):

1. Please define and describe the following terms.
  - (a) What's the difference between personalization and customization, as applied to e-commerce technologies? (6%) Please provide examples for these two terms. (3%)
  - (b) Please explain the following e-commerce phenomenon: Showrooming vs. Reverse showrooming (Webrooming). (6%) Why does reverse showrooming excite physical store? (4%)
  - (c) What's the difference between Multichannel retailing and Omnichannel retailing? (6%)
2. Many companies have created corporate Facebook pages/groups.
  - (a) From your experience, why are those pages often poorly utilized? (8%)
  - (b) How might a company motivate customers to interact with it using social networking technologies? (8%)
  - (c) How would the organizational and IS strategies need to change to increase the effectiveness of this social business strategy? (9%)
3. Due to the global pandemic of coronavirus in 2020, there'll be a huge demand for telecommuting. Given the growth in telecommuting and other mobile work arrangements, how might offices physically change in the coming years?
  - (a) Provide a description of a job ideally suited for telecommuting. Explain. (6%)
  - (b) Describe the characteristics of an employee ideally suited for telecommuting. Explain. (6%)
  - (c) List the challenges that a global, virtual team must overcome to be successful. (8%)

