

國立交通大學 93 學年度碩士班入學考試試題

科目名稱：資訊管理概論 (551) 考試日期：93 年 4 月 18 日 第 1 節

系所班別：資訊管理研究所 組別：乙組 第 1 頁, 共 1 頁

\*作答前, 請先核對試題、答案卷 (試卷) 與准考證上之所組別與考試科目是否相符!!

1. 「人們為達到其理想的生活目標, 隨時都需要了解自己的現狀, 尤其需要了解自己在社會的位置。當缺乏判斷觀信息的標準和有效方法時, 就常常透過他自認為同類的人比較, 來確定自己的現狀、社會位置及應採取的行動。」這是所謂的「同類互比」的行為, 有人用這人性軟體而產生了惡性循環 (如: 「人比人氣死人」), 有人善用這人性軟體而使自己蒸蒸日上。  
請問: (1) 你如何善用這人性軟體使你的事業經營和人生蒸蒸日上? (12%)  
(2) 如何讓這人性軟體升級, 以打開我們的格局, 使我們不會掉入「人比人氣死人」的陷阱, 而使我們的人生更寬廣、更有成就? (13%)
2. What is the relationship between 'Business Process Reengineering' and 'Knowledge Management'? (5%)
3. In doing research of 'information management' (such as the journal papers in the MIS Quarterly) often people might construct a research framework and then using survey or questionnaires to validate certain propositions or hypotheses. A very popular sampling statistic that obeys F distribution was used either in ANOVA (analysis of variance) or multiple regression. (16%)  
(1) Why in using the ANOVA, the two degrees of freedom in the F statistic often exhibit the first one is smaller than the second one?  
(2) Why almost all textbooks applied statistics do not show the probability density function of F?  
(3) F is normally constructed by two distribution functions of the same type X with respective degrees of freedom. X distribution itself comes from yet another very popular distribution function Y. What is this Y?  
(4) When interpreting a multiple regression result one often need to look at the R-square value. However, the more independent variables one has the higher the R-square value. What then a research should do to avoid using it misleadingly?
4. A rule of thumb that a company with competitive advantage should have its budget of IT&IS (information Technology and information systems) at a level of 2-4% of its revenue. Please comment on this observation. (4%)
5. 企業為何需要 ERP 系統? (6%)
6. 專案的 Team Leader 需具備那些能力? (6%)
7. 試述 Computer Integrated Manufacture (CIM) 的基本關鍵技術. (6%)
8. 試述 Product data management (PDM) 的基本模組功能. (7%)
9. 有關公民投票以實施直接民權事宜在世界各國多有以配合國家級選舉而合併舉行事例, 並具此以達到節省人力經費, 人民時間而又能達到使人民能共同決定國家大事之目的。而此次我國政府為配合總統大選同時舉行公民投票而發生一些尚可改進之處, 比如投票流程的瑕疵, 拒領選票的被迫表明, 或是有疑問之廢票的發生等事件。  
請您以資訊管理專業的角度, 寫出如何運用電腦資管技術以輔助及改善解決目前產生之類似的投票爭議。註: 您可以從作業系統流程之設計及電腦資訊之安全可靠角度上去發揮. (25%)