

科目：資訊管理導論 類組別：B-3 共 6 頁第 1 頁 *請在試卷答案卷（卡）內作答

Part I. Multiple Choice (30%, 單選題@2%):

1. The Internet is capable of increasing _____ for most organizations.
 - a. richness and reach.
 - b. transaction costs.
 - c. agency costs.
 - d. both b and c.
 - e. all of the above.
2. The capacity to offer individually tailored products or services on a large scale is called:
 - a. economy of scale.
 - b. mass customization.
 - c. electronic commerce.
 - d. economy of scope.
 - e. none of the above.
3. The company that controls finances in the home country and decentralizes production, sales, and marketing operations to other countries is using:
 - a. the domestic exporter.
 - b. the transnational strategy.
 - c. the multinational strategy.
 - d. the franchising strategy.
 - e. None of the above.
4. Because it makes it easier for managers to oversee a greater number of employees, information technology can reduce:
 - a. transaction costs.
 - b. interdepartmental conflicts.
 - c. agency costs.
 - d. information retrieval costs.
 - e. None of the above.
5. Mintzberg defined the interpersonal roles of a manager as those in which the manager:
 - a. disseminates critical information and negotiates conflicts.
 - b. acts as the nerve center of the organization, receiving and disseminating critical information.
 - c. initiates activities, handles disturbances, allocates resources, and negotiates conflicts.
 - d. acts as a figurehead and leader of the organization.
 - e. initiates activities, allocates resources, and leads the organization.
6. In Simon's four stages of decision making, "intelligence" is when:
 - a. the individual selects among the possible alternative solutions to a problem.
 - b. the individual conceives possible alternative solutions to a problem
 - c. the individual collects information to identify problems.
 - d. the individual puts the decision into effect and reports on the progress of the solution.
 - e. the individual puts the decision into effect.
7. The underlying personality disposition toward decisionmaking is called the:
 - a. cognitive style.
 - b. personal bias.
 - c. systematic approach.
 - d. intuitive approach.
 - e. model of rationalization.
8. The three principal concepts for analyzing strategy at the industry level are:
 - a. supply chain theory, customer response theory, and network economics.
 - b. managerial, operational, and marketing.
 - c. network analysis, competition analysis, and customer response analysis.
 - d. information partnerships, the competitive forces model, and network economics.
 - e. Miller's theory of adjusted dataflow, Porter's competitive forces model, and network analysis.