

國立中央大學104學年度碩士班考試入學試題

所別：資訊管理學系碩士班 乙組(一般生) 科目：管理資訊系統 共 5 頁 第 1 頁
資訊管理學系碩士班 丙組(一般生)

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*請在答案卷(卡)內作答

選擇題 50 題，每題 2 分

In Questions 1-5 find the answers from the following organizations or websites:

- | | |
|-----------------------|-----------------------|
| (a) AppWorks | (b) Baan |
| (c) Code for tomorrow | (d) Dropbox |
| (e) Evernote | (f) FlyingV |
| (g) g0v | (h) hTC |
| (i) Instagram | (j) Johnson & Johnson |
| (k) KKBox | (l) Line |
| (m) McAfee | (n) NARUKO |
| (o) OECD.org | (p) PTT |
| (q) QQ | (r) RapidShare |
| (s) Salesforce.com | (t) Twitter |
| (u) UPS | (v) Volkswagen |
| (w) WhatsApp | (x) Xerox |
| (y) YouTube | (z) ZARA |

1. Which ones are cloud service providers?

- (A) a d p q
(B) d e r s
(C) c d y z
(D) b d i j
(E) b d t v

2. Which companies were bought by Facebook or Google?

- (A) b m w
(B) a i t
(C) d j v
(D) n q t
(E) i w y

3. Which ones are associated with open data or open source?

- (A) c e o
(B) c i o
(C) c g o
(D) c f o
(E) c k o

4. Which ones are examples of a cloud-based cyberlocker?

- (A) a d
(B) c d
(C) d o
(D) d r
(E) d t

5. Which companies provide the solutions for CRM, ERP, or SCM?

- (A) b p
(B) h s
(C) f l
(D) b s
(E) u x

In Questions 6-10 find the answers from the following terminologies.

- | | |
|--------------------------|----------------------|
| (a) Android | (b) Bigtable |
| (c) Cassandra | (d) Dynamo |
| (e) EdX | (f) FireChat |
| (g) GPS | (h) Hacker |
| (i) IoT | (j) JAD |
| (k) Key escrow | (l) Legacy systems |
| (m) MOOCs | (n) Native app |
| (o) Offshore outsourcing | (p) Pharming |
| (q) Quantum computing | (r) R prog. language |
| (s) Spoofing | (t) Tablet computer |
| (u) Udacity | (v) Virtualization |
| (w) Wikis | (x) XMPP |
| (y) Yammer | (z) Zetabytes |

6. Which of the above terminologies are NoSQL DBMS?

- (A) a b c
(B) b c d
(C) c d e
(D) d e f
(E) e f g

7. Which ones are related to mobile computing?

- (A) i n
(B) o f
(C) a t
(D) t o
(E) b y

8. Which ones are related to Coursera, which is an online learning service?

- (A) e m u
(B) l r v
(C) g i k
(D) n o q
(E) d r z

參考用

注意：背面有試題

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9. Which ones are related to P2P mobile communication?
(A) q v
(B) e z
(C) a w
(D) d q
(E) f x
10. Which ones are related to computer security?
(A) h r x
(B) h k l
(C) h p s
(D) h q r
(E) h o t
11. John reads, consumes, and observes activity in one social medium and then posts it to another medium. This is called:
(A) Asynchronous communication
(B) As-is model
(C) Asymmetric encryption
(D) Active lurker
(E) Advanced persistent threat
12. Which of the following is a statement concerning employees' permissions and responsibilities when they use their own device for organizational business?
(A) Baseline WBS
(B) BPR
(C) Brooks' Law
(D) Bullwhip effect
(E) BYOD policy
13. Which of the following is related to HTML5?
(A) Cross-platform mobile application
(B) CRC cards
(C) Cathode ray tube
(D) Cloud computing
(E) Competitive forces model
14. Backup and physical security are _____ against computer security threats.
(A) Data safeguard
(B) Data integrity
(C) Data broker
(D) Data mining
(E) Data channel
15. Amazon.com is an example of
(A) e-readers
(B) Enterprise 2.0
(C) eBay
(D) e-tailer
(E) E-R data model
16. Which of the following is a structure of content that emerges from the activity and processing of many users?
(A) Facebook
(B) Foreign key
(C) Franchiser
(D) Five forces model
(E) Folksonomy
17. Which of the following is integrated with tools for document creation and sharing?
(A) Google Drive
(B) Google Maps
(C) Google Glass
(D) Google AdMob
(E) gmail
18. Which of the following is related to B2B e-commerce?
(A) Hadoop
(B) Half-duplex system
(C) Hackers
(D) Horizontal marketplace
(E) Heuristics
19. When selling a car, the owner is likely to have full knowledge about its service history and likelihood to break down. The potential buyer, by contrast, will be in the dark and he may not be able to trust the car salesman. This is an example of:
(A) information silos
(B) information asymmetry
(C) information overload
(D) information capability
(E) information goods
20. Which one is industry-standard database access middleware?
(A) JIT
(B) JDBC
(C) JSON
(D) JAD
(E) JavaScripts

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21. A doctor is an example of
(A) KMS
(B) KPI
(C) Knowledge workers
(D) Key field
(E) Key loggers
22. An _____ can point a user to the nearest restaurant.
(A) LAN
(B) LTE
(C) LinkedIn
(D) LBS
(E) Lotus Notes
23. ChicagoCrime.org, which combines Google Maps with crime data for the city of Chicago, is an example of:
(A) Malware
(B) Metadata
(C) MongoDB
(D) Microblogging
(E) Mashup
24. Which of the following is unrelated to issues in processing and manipulation of data for business.
(A) Normalization
(B) Network data model
(C) Neural network
(D) Natural language processing
(E) Numerical Analysis
25. Which of the following is a dynamic type of reporting system?
(A) OLAP
(B) Open data
(C) Open source
(D) Outsourcing
(E) Oracle
26. Which one is the process of delivering business intelligence to users without any request from the users?
(A) PCHome
(B) Patches
(C) Parallel strategy
(D) P3P
(E) Push publishing
27. Which of the following means a computer with four CPUs?
(A) Quad processor
(B) Quality management
(C) Query reports
(D) Quantum computing
(E) Quarter system in educational institutions
28. MySQL is an open source _____.
(A) RSS
(B) RDBMS
(C) RAD
(D) RFID
(E) RFP
29. The "S" in HTTPS stands for
(A) site
(B) status
(C) speed
(D) secure
(E) searching
30. Which of the following is an alternative to building an information system by an in-house IS department?
(A) TCP/IP
(B) Transaction services
(C) Two phase commit
(D) Turn-key solution
(E) TQM
31. Which of the following is related to OOSAD?
(A) Uber
(B) Ubiquity
(C) UML
(D) UGC
(E) URL

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32. Which of the following is related to the collaboration between Wal-Mart and Procter & Gamble?
(A) Venture capital
(B) VMI
(C) VPN
(D) Virtual machine
(E) Vault
33. Which of the following describes the nature of the SDLC?
(A) W3C
(B) Wisdom of crowds
(C) Waterfall
(D) Wi-Fi
(E) Web services
34. The GUI was first developed at _____.
(A) XML
(B) Xanga.com
(C) Xerox
(D) Xbox
(E) XMPP
35. Which of the following is a major Web Portal?
(A) Yammer
(B) YouTube
(C) Yelp
(D) Youthwant
(E) Yahoo!
36. Which of the following is related to data security threats?
(A) Zombies
(B) Zero defects
(C) ZipRealty
(D) ZDNet
(E) Zynga
37. Which data manipulation tool allows you to see the contents of a database file and make whatever changes you want?
(A) report generator
(B) view
(C) Hadoop
(D) SQL
(E) application reports
38. Which of the following statements is true?
(A) In case of task dependencies in a project, all tasks must begin and end at the same time.
(B) A well-managed project will never face problems of diseconomies of scale.
(C) The smaller and shorter a project, the greater the chance of disruption due to unanticipated events.
(D) Prototypes are examples of deliverables in a systems development project.
(E) Requirements creep is the process by which a project manager reduces his/her responsibilities for requirements through miniscule rollbacks.
39. All of the following are analytic functionalities that BI systems deliver *except*:
(A) User interface.
(B) Ad hoc queries.
(C) Dashboards.
(D) Production reports.
(E) None of the above.
40. Which of the following is *not* a recent development in e-commerce?
(A) Wireless Internet connections grow rapidly
(B) Social networking sites become a new platform for e-commerce.
(C) The music recording industry is disrupted as music creation and distribution become decentralized.
(D) Online entertainment business models surge.
(E) None of the above.
41. Which of the following statements is true of business processes?
(A) Process effectiveness is determined by the ratio of benefits to costs.
(B) An effective business process enables an organization to accomplish its strategy.
(C) If two business processes create the same benefit, then the one with higher cost is more efficient.
(D) Cost of infrastructure is not included under cost of business process.
(E) None of the above.

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42. Which of the following is ability of a system to handle a growing amount of work in a capable manner?
(A) Compatibility
(B) Reliability
(C) Scalability
(D) Reusability
(E) Credibility
43. Which of the following is not an alternative to replacing services provided by an IS department in an organization?
(A) Rapid prototyping
(B) Cloud-based information services
(C) Outsourcing
(D) Co-location
(E) Facility Management
44. In which of the following revenue models does a Web site charge a fee for access to some or all of its offerings on a continual, regular basis?
(A) Subscription
(B) Free/freemium
(C) Transaction fee
(D) Sales
(E) Advertising
45. Which of the following statements is *false* about designing mobile computing applications or social media information system?
(A) Given the mobile context, you really need to focus on what the user needs and not what the user may want.
(B) If you are porting an application or web site to a mobile device, remove all "fluff" from the site.
(C) Pull-based approach can be used together with push-based approach for designing social media websites.
(D) You should only consider whether customers could find materials in your social media website but not search engines.
(E) One of the challenges of designing user interface for mobile computing applications is that the device may be used everywhere.
46. All of the following are related to the issues of third-party payment *except*:
(A) 7-11 ibone
(B) 8591
(C) PayEasy
(D) PayPal
(E) Alipay
47. Which of the following statements is a feature of social media service providers?
(A) They do not support custom software for long durations as it is expensive.
(B) They generally charge users a license fee to use their applications.
(C) They use elastic, cloud-based servers to process social media sites.
(D) They sponsor content on social media sites.
(E) All of the above.
48. All of the following are related to platform business model *except*:
(A) Line
(B) iTunes
(C) Kindle
(D) MasterCard
(E) GOMAJI
49. All of the following are the features of platform strategy *except*:
(A) Multisided business
(B) Bandwagon effects
(C) Enveloping
(D) Network effects
(E) Winner takes all
50. Which of the following is unrelated to Systems Analysis?
(A) Bubble chart
(B) SADT
(C) Neural Networks
(D) E-R modeling
(E) Document flow chart

