所別:<u>資訊管理學系碩士班 乙組(一般生)</u> 科目:<u>管理資訊系統</u> 共<u></u> 頁 第<u></u> 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 answ	vers 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 (w) Whats App
- (v) Volkswagen(x) Xerox
- (y)YouTube
- (z) ZARA
- 1. Which ones are cloud service providers?
 - (A) adpq
 - (B) ders
 - (C) e 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) djv
 - (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 I
 - (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 (h) Hacker
- (g) GPS (i) IoT
- (i) JAD
- (k) Key escrow
- (l) Legacy systems
- (m) MOOCs(o) Offshore outsourcing
- (n) Native app(p) Pharming
- (q) Quantum computing
- (r) R prog. language
- (s) Spootling
- (t) Tablet computer
- (u) Udacity
- (v) Virtualization(x) XMPP
- (w) Wikis(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) lrv
 - (C) g i k
 - (D) n o q
 - (E) drz

注:背面有試題

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9.	Which ones are related to P2P mobile	15. Amazon.com is an example of
	communication?	(A) e-readers
	(A) q v	(B) Enterprise 2.0
	(B) e z	(C) eBay
	(C) a w	(D) e-tailer
	(D) d q	(E) E-R data model
	(E) f x	
	(<i>b</i>) 1 <i>x</i>	16. Which of the following is a structure of content
10.	Which ones are related to computer security?	that emerges from the activity and processing of
10.	(A) h r x	many users?
		(A) Facebook
	(B) h k l	(B) Foreign key
	(C) h p s $(D) h q r$	(C) Franchiser
	(D) h q r	(D) Five forces model
	(E) h o t	(E) Folksonomy
11.	John reads, consumes, and observes activity in	17. Which of the following is integrated with tools
	one social medium and then posts it to another	for document creation and sharing?
	medium. This is called:	(A) Google Drive
	(A) Asynchronous communication	(B) Google Maps
	(B) As-is model	(C) Google Glass
	(C) Asymmetric encryption	(D) Google AdMob
	(D) Active lurker	(E) gmail
	(E) Advanced persistent threat	(E) gman
	(L) Advanced persistent and	18. Which of the following is related to B2B
12.	Which of the following is a statement	e-commerce?
	concerning employees' permissions and	(A) Hadoop
	responsibilities when they use their own device	(B) Half-duplex system
	for organizational business?	(C) Hackers
	(A) Baseline WBS	(D) Horizontal marketplace
	(B) BPR	(E) Heuristics
	(C) Brooks' Law	
	(D) Bullwhip effect	19. When selling a car, the owner is likely to have full
	(E) BYOD policy	knowledge about its service history and likelihood
		to break down. The potential buyer, by contrast,
13.	Which of the following is related to HTML5?	will be in the dark and he may not be able to trust
	(A) Cross-platform mobile application	the car salesman. This is an example of:
	(B) CRC cards	(A) information silos
	(C) Cathode ray tube	(B) information asymmetry
	(D) Cloud computing	(C) information overload
	(E) Competitive forces model	(D) information capability
1.1		(E) information goods
14	Backup and physical security are	
	against computer security threats.	20. Which one is industry-standard database access
	(A) Data safeguard	middleware?
	(B) Data integrity	(А) ЛТ
	(C) Data broker	(В) ЛОВС
	(D) Data mining	(C) JSON
	(E) Data channel	(D) JAD
		(E) JavaScripts
	注.	背面有試題

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注:背面有試題

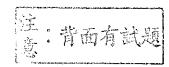
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- 32. Which of the following is related to the collaboration between Wal-Mart and Procter & Gamble?
 - (A) Venture capital
 - (B) VMI
 - (C) VPN
 - (D) Virtual machine
 - (E) Vault
- 33. Which of the following describes the nature of the SDLC?
 - (A) 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) Zygna
- 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.



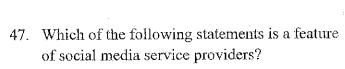
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- 42. Which of the following is ability of a system to handle a growing amount of work in a capable manner?
 - (A) Compatibility
 - (B) Reliability
 - (C) Scalability
 - (D) Reusability
 - (E) Credibility
- 43. Which of the following is not an alternative 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



- (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) iTune
 - (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