選擇題 50 題，每題 2 分

In Questions 1-6 find the answers from the following terms:

(a) 半結構問題	(b) 策略制訂
(c) 專案管理	(d) 邏輯推論
(e) 整體委外	(f) SIS
(g) 管理決策	(h) ER 模型
(i) 知識萃取	(j) 數學分析模型
(k) 正規化	(l) 購買套裝軟體
(m) 自行專案開發	(n) SDLC
(o) 軟體工程	(p) 版本控制
(q) ERP	(r) 人工智慧
(s) 沙盤推演	(t) forward chaining
(u) test cases	(v) 數學推論
(w) 環境掃描	(x) 功能相依
(y) SQL	(z) rapid prototyping

1. 以下哪一項和決策支援系統最相關？
   (A) b g i j s
   (B) a b d g s
   (C) a g j s v
   (D) b g j s z
   (E) b j s w x

2. 以下哪一項和專家系統最相關？
   (A) b d i r
   (B) d i r t
   (C) d i r x
   (D) b d j r t
   (E) d r t u v

3. 以下哪一項和系統開發最相關？
   (A) c h n o p u z
   (B) c h p u x z
   (C) a c n o u
   (D) b h n o p z
   (E) c d n o p u

4. 以下哪一項和系統服務取得最相關？
   (A) c e l m
   (B) c e m p
   (C) e l m q
   (D) e l q
   (E) e l m

5. 以下哪一項和資料庫設計最相關？
   (A) c h k x
   (B) d k x y
   (C) j k x y
   (D) h k x y
   (E) h k x z

6. 以下哪一項和策略規劃系統最相關？
   (A) a b f w
   (B) b d f w
   (C) a b s w
   (D) b f w
   (E) b w z

In Questions 7-12 find the answers from the following terms:

(a) Encryption	(b) mobile devices
(c) Switch	(d) cloud computing
(e) DES	(f) remote server
(g) RFID	(h) PKI/CA
(i) IP camera	(j) QR code
(k) GPS	(l) Sensors
(m) Trojan horse	(n) LAN
(o) Mobile App	(p) DNS
(q) CMMI	(r) NFC
(s) Data analytics	(t) DFD
(u) CASE	(v) smart phone
(w) IP address	(x) Hadoop
(y) Router	(z) SQL

7. Which of the following is most related to location-based commerce?
   (A) b c d g o v
   (B) f k l o r
   (C) f j k o
   (D) b f o p v
   (E) b f k o v

8. Which of the following is most related to Big Data?
   (A) d f t x
   (B) d f s x
   (C) d f l x
   (D) d s x z
   (E) f s u z

9. Which ones are input technologies?
   (A) g i j l r
   (B) f i j l
   (C) g i j r
   (D) d g i j r
   (E) d g i r

10. Which of the following is most related to information security?
    (A) a e h m
    (B) a e h m x
    (C) a e m x
    (D) e m r t
    (E) e h m z

11. Which of the following is most related to software development?
    (A) e q u t
    (B) h u t z
    (C) q u t z
    (D) o q t z
    (E) p q u t

12. Which of the following is most related to Internet access?
    (A) b n p w y
    (B) b c n r w
    (C) c n q w y
    (D) c n p w y
    (E) c n p w x

13. Every information system today should require users to sign on with a user name and a password. In this case, which of the following functions is performed by the user's password?
    (A) authentication
    (B) identification
    (C) decryption
    (D) encryption
    (E) none of the above

14. The source, format, assumptions and constraints, and other facts concerning certain data are called

    _____.
    (A) metadata
    (B) data structures
    (C) microdata
    (D) network packets
    (E) vague data

15. Which of the following is true of browser-based database applications?
    (A) They are written in object-oriented languages such as Structured Query Language.
    (B) The application, database management system (DBMS), and the database reside on the user's computer.
    (C) They are displayed and processed using html, html5, or css3.
    (D) They use R as the standard language for user-side processing.
    (E) They differ from traditional applications in that they fail to support graphical queries.

16. Which of the following statements is true about information systems?
    (A) They can be bought off the shelf.
    (B) They are a group of components that produce information.
    (C) They drive the development of information technology.
    (D) They are not susceptible to the changing needs of the market.
    (E) It is the same as information technology.

17. Data Systems, a leading IT firm in Taiwan, develops a customized software to meet the needs of its customers in the mechanical parts industry. In this case, this software is referred to as _____.
    (A) a vertical-market application software
    (B) a horizontal-market application software
    (C) an open source software
    (D) an application simulation software
    (E) a one-of-a-kind application software

18. Which of the following is likely to be a consequence of cloud computing in the future?
    (A) The preference to set up one's own computing infrastructure will increase among organizations.
    (B) The cost of obtaining elastic resources will decrease.
    (C) The demand for employees who know how to use and manage information systems will reduce.
    (D) The number of technology-based startups will stagnate.
    (E) Cloud computing can enable organizations to readily obtain elastic resources at very high costs.

19. The phenomenon in which the variability in the size and timing of orders increases at each stage up the supply chain is referred to as the _____.
    (A) synergistic effect
    (B) flanging effect
    (C) stack effect
    (D) network effect
    (E) bullwhip effect

20. Which of the following statements is a characteristic of social media (SM) user communities?
    (A) SM user communities are mostly based on geographic and familial ties.
    (B) Most users of SM belong to several different user communities.
    (C) In community SM site relationships, the relationships in second-tier communities are disassociated from first-tier users.
    (D) A viral hook is an inducement to constrain communications between user communities.
    (E) SM communities differ from regular communities because they are based only on organizational boundaries.

21. Which of the following statements is true of information systems?
    (A) They are off-the-shelf software without adaptation.
    (B) They can be adapted to fit business needs.
    (C) They can be purchased as off-the-shelf software.
    (D) They cannot be tailor-made.
    (E) They are Internet-based.

22. Which of the following is necessary for a collaboration to be successful?
    (A) Members should resist putting forward unpopular ideas.
    (B) Members should avoid entering into difficult conversations.
    (C) Members should provide and receive critical feedback.
    (D) Members should be very polite and not say anything critical.
    (E) None of the above.

23. Which of the following is not the characteristic of platform strategy?
    (A) value chain
    (B) competitions among industries
    (C) network externality
    (D) winner takes all
    (E) enveloping

24. Which of the following is true of quality mobile user experiences?
    (A) Users' content must occupy limited display space on mobile systems.
    (B) Use of content to drive application behavior is called indirect interaction.
    (C) Applications must be designed to one scale, so that they fit one particular display appropriately.
    (D) Power usage on mobile devices can be minimized by moving complex code to cloud servers.
    (E) The advantages of using the HTML4 version of Web application are the support for graphics, animation, 2D animations, and other sophisticated user experiences.

25. Which of the statements defines an IP address?
    (A) a protocol that specifies the format of Web pages.
    (B) a number that identifies a particular device.
    (C) a piece of message handled by programs that implement Internet protocol.
    (D) a program that breaks up network traffic into pieces before transmission.
    (E) its usage is limited to the public Internet.

26. Which of the following aspects that impact enterprise resource planning (ERP) differs among companies of different sizes?
    (A) relevance of ERP systems
    (B) value chains
    (C) availability of skilled IT staff
    (D) basic business processes
    (E) none of above

27. Which of the following marketing techniques refers to the application of business intelligence systems to the planning and execution of marketing programs?
    (A) ambush marketing
    (B) viral marketing
    (C) database marketing
    (D) guerrilla marketing
    (E) word of mouth marketing

28. Which of the following is an example of a measure in an online analytical processing (OLAP) report?
    (A) sales region
    (B) average cost
    (C) customer location
    (D) customer type
    (E) purchase date

29. Which of the following is true if the development group of a company's information systems (IS) department is staffed primarily by programmers, test engineers, technical writers, and other development personnel?
    (A) The company develops programs in-house.
    (B) The company has a separate department for data warehousing.
    (C) The company has security issues with the department.
    (D) The company contracts work to other companies.
    (E) The company uses crowdsourcing services.

30. Which of the following development methodologies is associated with the scrum process?
    (A) RUP
    (B) systems development life cycle
    (C) V-Model
    (D) rapid application development
    (E) agile development

31. How has the global economy changed the competitive environment?
    (A) Suppliers are not required to reach a wide range of customers.
    (B) Customers now have less access to information about substitutes.
    (C) It has intensified rivalry by increasing product and vendor choices.
    (D) It has made it easier for new market entrants in all fields to penetrate the market.
    (E) It reduces the risk that a company has to bear.

32. Which of the following steps is the most appropriate if a company decides to accept more risk and sell to companies with lower credit scores?
    (A) modifying the credit checking process
    (B) implementing different ways of checking credit
    (C) approving special terms before checking the credit
    (D) shipping the inventory directly from the manufacturer to lower the credit
    (E) aligning the processes with organizational goals.

33. The move of retail banking to use ATMs after Citibank unveiled its first ATMs illustrates the use of information systems to achieve which business objective?
    (A) operational excellence
    (B) customer and supplier intimacy
    (C) competitive advantage
    (D) improved efficiency
    (E) survival

34. Which of the following is the first step in developing a social media information system (SMIS)?
    (A) Define what the organization wants to achieve with social media.
    (B) Identify metrics that will indicate whether an organization has achieved its goals.
    (C) Maximize metrics like conversion rate and bounce rate.
    (D) Identify the organization's target audience.
    (E) Indicate whether an organization has achieved its goals.

35. Vortal 指的是哪一項？
    (A) 垂直市場的入口網站
    (B) voice portal 的意思
    (C) virtual portal 的意思
    (D) voice operated 設備的一種
    (E) 拼音有誤

36. 有關電子商務的陳述，哪一項最不正確？
    (A) 由於無法面對面銀貨兩訖，交易履約保障機制重要性提高
    (B) B2C的總交易金額高於B2B
    (C) 類似 PC Home 商店街的商業模式是 B2B2C
    (D) 電子商務的逆物流是一個很難的課題
    (E) 行動商務是電子商務重要的一環

37. 有關流程再工程的陳述哪一項最正確？
    (A) 流程再工程很容易失敗，因此在建置系統時最好不要進行
    (B) 希望系統發揮效益，通常需要在系統開發前先進行再工程
    (C) 再工程最好在系統開發完成後馬上進行
    (D) 再工程通常和資訊系統無關
    (E) 再工程通常由資訊單位進行

38. 以下哪一項陳述和決策支援系統無關？
    (A) 半結構問題
    (B) 沙盤推演
    (C) "what if" analysis
    (D) 知識分享
    (E) 推論機制

39. 有關 ERP 的陳述哪一項最不正確？
    (A) ERP 通常都是企業內部開發的系統
    (B) 通常會包含銷售訂單處理
    (C) ERP 系統通常不處理產品設計功能
    (D) 可能包含會計處理
    (E) 交易處理系統的一種

40. IAP 和哪一項最不相關？
    (A) 免費軟體
    (B) 智慧型手機
    (C) 筆記型電腦
    (D) 衝動型消費
    (E) 行動 App

國立中央大學 105 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)
　　　 資訊管理學系 碩士班 丙組(一般生)
科目： 管理資訊系統
本科考試禁用計算器

注意：背面有試題

共6頁 第6頁

＊請在答案卷（卡）內作答

41. 以下哪一項不是系統開發的工具？
   (A) ER 模型
   (B) 資料流圖
   (C) CASE
   (D) ERP
   (E) pseudo-code

42. 以下有關網路社群的陳述，哪一項最不正確？
   (A) FB 是一個最多人使用的社群平台之一
   (B) 有些粉絲團可能有數千萬名成員
   (C) 網路社群使用者有些會有病態的成癮
   (D) 病毒式行銷是網路社群的一個方式
   (E) 網路社群快速擴張，主要是由於匿名性

43. 以下哪一項和資訊安全防護無關？
   (A) 指紋辨識
   (B) 資料備份
   (C) KPI
   (D) DES
   (E) 筆記型電腦被竊取

44. CRM 和以下哪一項最沒有關係？
   (A) 公司的需求鍊
   (B) 公司的供應鍊
   (C) 顧客資料
   (D) 銷售力自動化
   (E) 消費行為的資料探勘

45. 以下有關 IT 部門的陳述哪一項最不正確？
   (A) IT 部門很可能隸屬會計部門
   (B) IT 部門主管通常是公司的 CFO
   (C) 有一些企業的 IT 部門是一級單位
   (D) IT 部門可能會負責公司內部的採購
   (E) IT 可能是一個內部行銷單位

46. ATM 的導入促成了銀行很多改變，除了：
   (A) 改變身份確認方式
   (B) 銀行服務的時間
   (C) 跨銀行的服務
   (D) 確保個人隱私
   (E) 表單的使用

47. 在系統開發中，CASE和以下哪一項無關？
   (A) 軟體工程
   (B) 系統開發個案
   (C) 製作 DFD, ERD 或 use-case
   (D) structured English
   (E) 電腦工具

48. 以下哪一項陳述正確地說明資訊系統和組織結構的關係？
   (A) 資訊科技應用促成組織扁平化
   (B) 資訊系統強化了官僚組織
   (C) 資訊系統消除了boundary spanning需求
   (D) 資訊科技提高了矩陣組織的代理成本
   (E) 資訊系統基本上不會和組織結構相關

49. 以下哪一項和資訊倫理最無關？
   (A) 個人隱私權
   (B) 資料正確性
   (C) 知識產權
   (D) 資料取用權
   (E) 資料提供權

50. 以下哪一項不屬於個資法的保護？
   (A) 公司把顧客資料加以散佈
   (B) 公司被駭客入侵，取得顧客資料
   (C) 你把自己的電話號碼發佈在 FB 上
   (D) 醫院把過期的病歷資料丟棄在垃圾桶裡
   (E) 公司轉賣顧客資料圖利