

國立中央大學 109 學年度碩士班考試入學試題

所別：資訊管理暨大數據分析類
資訊管理學系 碩士班 丙組(一般生)

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科目：管理資訊系統

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*請在答案卷(卡)內作答

選擇題 50 題, 每題 2 分

- Which of the following statements is true of the content management application alternatives?
(A) In-house systems are far less expensive to maintain than off-the-shelf products.
(B) Organizations develop an in-house system to track machine maintenance procedures.
(C) Custom content management applications are economical to develop and maintain.
(D) Off-the-shelf products have considerably less functionality than most in-house systems.
(E) All of the above
- What is the most important benefit of an enterprise application?
(A) Enabling speed of communicating
(B) Enabling business functions and departments to share information
(C) Enabling a company to work collaboratively with customers and suppliers
(D) Enabling cost-effective, e-business processes
(E) Enabling managers to make better decisions
- Why is the systems development life cycle (SDLC) called the waterfall method?
(A) It does not return to a development phase that has been completed.
(B) It uses feedback from team members to schedule tasks.
(C) C) It delivers a working version of the product at frequent intervals.
(D) D) It can be used only for projects on information systems.
(E) None of the above
- Uber Eats 或 Foodpanda 等外送平台經營模式的外送員工作型態，屬於下列何種經濟方式創造的就業模式？
(A) Circular economy
(B) Gig economy
(C) Green economy
(D) Knowledge economy
(E) Sharing economy
- 下列何者是系統與社會制度的特質，此機制決定誰執行須承擔責任的行動以及由誰負責？
(A) Responsibility
(B) Accountability
(C) Liability
(D) Due process
(E) 以上皆非
- Priceline (www.priceline.com) 成功地應用了下列何種拍賣方式？
(A) 英國式拍賣
(B) 荷蘭式拍賣
(C) 反向拍賣
(D) 最高價得標法
(E) 次高價拍賣
- Walmart exemplifies the power of information systems coupled with excellent business practices and supportive management to achieve which of the following?
(A) New business models
(B) Operational efficiency
(C) Customer intimacy
(D) Competitive advantage
(E) Survival

參考用

注意：背面有試題

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8. Which of the following relationships represent the extension of the functionality of the use case to cover optional behavior?
(A) association relationship
(B) extend relationship
(C) include relationship
(D) generalization relationship
(E) optional relationship
9. Which of these combinations provides an omni-channel experience for customers?
(A) McDonald's hamburgers and McDonnell Douglas aviation
(B) DirecTV sending hundreds of different television channels to your home TV
(C) Netflix movie streaming and Redbox new movie availability
(D) A K-12 public school system with separate campuses for grades K-5, 6-8 and 9-12
(E) All of the above
10. 無人機 (Drone) 應用相當廣泛，請問下列哪一項和 Intel 無人機燈光秀沒有關係？
(A) Blockchain
(B) Cloud computing
(C) GPS
(D) LED lamp
(E) Sensors
11. 關於資安問題，劍橋分析事件造成哪種類型的損失？
(A) 未經授權洩漏資料
(B) 資料修改出錯
(C) 服務瑕疵
(D) 服務阻斷
(E) 基礎設施損壞
12. Which of the following can force a business and its competitors to compete on price alone?
(A) High product differentiation
(B) Poor process efficiency
(C) Demand control
(D) Transparent marketplace
(E) Multiple competing suppliers
13. All of the following are techniques being used to make data centers more "green" except:
(A) air-cooling.
(B) virtualization.
(C) use of wind power.
(D) use of hydropower.
(E) use of backup generators.
14. Which of the following is not an example of the potential dark side of big data?
(A) Police visits to individuals whom a computer system identified as likely to commit a crime in the future
(B) Use of a device installed in a car to analyze driving habits
(C) Use of a predictive modeling system that predicts life expectancy by using data about individual consumers' buying habits as well as personal and family medical histories
(D) Use of computerized systems to filter and hire job applicants
(E) Analyzing data from sensors installed in local parks to monitor soil moisture

參考
資料

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15. Compared to traditional goods, digital goods have:
- (A) greater pricing flexibility.
 - (B) higher delivery costs.
 - (C) lower production costs.
 - (D) higher inventory costs.
 - (E) higher marginal costs.
16. Which of the following database types would be best suited for storing multimedia?
- (A) SQL DBMS
 - (B) Open source DBMS
 - (C) Non-relational DBMS
 - (D) Cloud-based database
 - (E) Network DBMS.
17. An employee clicks on a link in an email from what looks like a fellow employee and is taken to a fraudulent web site which asks for personal information is an example of:
- (A) click fraud.
 - (B) DDOS attack.
 - (C) spear phishing.
 - (D) pharming.
 - (E) identity theft.
18. Which of the following is not a defining feature of Web 2.0?
- (A) Interactivity
 - (B) Real-time user control
 - (C) Semantic search
 - (D) Social participation (sharing)
 - (E) User-generated content
19. Enterprise systems improve management decision making in all the following ways except:
- (A) providing up-to-the-minute data on sales, inventory and production.
 - (B) providing more accurate sales and production forecasts.
 - (C) improving forecasts of consumer behavior.
 - (D) implementing standard definitions and formats worldwide.
 - (E) determining the profitability of products.
20. Which of the following is not a typical CASE tool?
- (A) Report generators
 - (B) Analysis tools
 - (C) Data dictionaries
 - (D) Code generators
 - (E) Debugging tools
21. Which of the following statements about neural networks is not true?
- (A) Neural network applications are used to address problems of control and optimization.
 - (B) Neural networks are being used to help detect credit card fraud.
 - (C) Neural networks are being used to screen patients for coronary artery disease.
 - (D) Neural networks are best used as a substitute for human decision makers.
 - (E) Neural networks are being used to predict the performance of equities.
22. Banks have a lot of competition locally in addition to competing with online banks. This concept applies to
- (A) Bargaining power of buyers.
 - (B) Bargaining power of suppliers.
 - (C) Threat of entry of new competitors.
 - (D) Threat of substitute products or services.
 - (E) None of the above

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23. Which of the following devices collects data directly from the environment for input into a computer system?
- (A) Sensor
 - (B) Touch screen
 - (C) Audio input
 - (D) Trackball
 - (E) Digital scanner
24. Acecom Automobiles, an automobile manufacturing company, has always stocked steel and aluminum for its manufacturing process. However, it has now decided to procure the material directly from the manufacturer, instead of stocking it. This decision will lead to a change in Acecom's _____.
- (A) product line
 - (B) supply chain
 - (C) credit policy
 - (D) distribution structure
 - (E) customer services
25. Which of the following is an example of using Twitter for market research?
- (A) Obtain feedback from followers on advertising campaigns or market research.
 - (B) Take advantage of the tools that enable you to find people in the industries in which they operate.
 - (C) Test market your messages, giving people 2-3 options and asking fans which one they prefer and why.
 - (D) Solicit advice regarding a topic or issue by going to specific groups.
 - (E) None of the above
26. Which of the following best describes a decision support system?
- (A) A system that supports an organization's managers by providing daily reports, schedules, plans, and budgets that can be used for making decisions
 - (B) A quick-reference, easy-access application of information systems specifically designed for instant access by upper-level managers
 - (C) An interactive system that creates virtual business models for a particular kind of decision and tests them with different data to see how they respond
 - (D) A system of hardware and software that imitates human behavior
27. Pharming or phishing involve which of the following?
- (A) Intellectual property theft
 - (B) Firewalls that prevent hacking
 - (C) Deceptive e-mails that imitate popular Web sites
 - (D) Trading of company secrets
 - (E) Viruses sent from one station to another in a LAN
28. What is a particularly sinister quality of spyware?
- (A) It replicates itself, using up valuable computer memory.
 - (B) It often disguises itself as helpful software.
 - (C) It often leads to wireless mooching.
 - (D) It is completely legal.
 - (E) It consumes bandwidth by flooding user inboxes with junk e-mail.
29. _____ is a management methodology that translates a firm's goals into operational targets.
- (A) BPM
 - (B) OLAP
 - (C) KPI
 - (D) GDSS
 - (E) Balanced scorecard

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30. A(n) _____ capability allows users to view more detailed views of data.
- (A) metrics
 - (B) drill-down
 - (C) VRML
 - (D) ad hoc
 - (E) query and reporting
31. Neural network applications in medicine, science, and business address problems in all of the following except:
- (A) prediction.
 - (B) pattern classification.
 - (C) control and optimization.
 - (D) financial analysis.
 - (E) generalization.
32. Expert systems:
- (A) work in very limited domains.
 - (B) are based on DO WHILE rules.
 - (C) solve problems too difficult for human experts.
 - (D) share characteristics with mainframe computing.
 - (E) are a type of case-based reasoning.
33. _____ are designed to have a generalized capability to learn.
- (A) Knowledge-based systems
 - (B) Genetic algorithms
 - (C) Fuzzy logic systems
 - (D) Expert systems
 - (E) Neural networks
34. Genetic algorithms:
- (A) represent knowledge as groups of characteristics.
 - (B) have a large number of sensing and processing nodes that continuously interact with each other.
- (C) "learn" patterns from large quantities of data by sifting through data.
- (D) develop solutions to particular problems using techniques such as mutation, crossover, and selection.
- (E) are software programs that work in the background to carry out specific, repetitive tasks.
35. _____ systems help organizations manage both structured and semi-structured knowledge.
- (A) Learning management
 - (B) Knowledge work
 - (C) Enterprise content management
 - (D) Knowledge network
36. You would expect to find all of the following tools in a major enterprise content management system except:
- (A) wiki building.
 - (B) knowledge preservation.
 - (C) instant messaging.
 - (D) videoconferencing.
 - (E) intelligent agents.
37. A company that controls finances in the home country and decentralizes production, sales, and marketing operations to other countries is using a _____ strategy.
- (A) multinational
 - (B) conglomerate
 - (C) transnational
 - (D) domestic exporter
 - (E) franchising

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38. Why is overstocking warehouses not an effective solution for a problem of low availability?
- (A) It does not speed product time to market.
 - (B) It increases inventory costs.
 - (C) It lowers fill rate.
 - (D) It is an inefficient use of raw materials.
 - (E) It increases sales costs.
39. The communications lines in a client/server environment are specifically vulnerable to
- (A) tapping.
 - (B) malware.
 - (C) errors.
 - (D) vandalism.
 - (E) software failure.
40. A foreign country attempting to access government networks in order to disable a national power grid would be an example of
- (A) denial-of-service attacks.
 - (B) phishing.
 - (C) cyberterrorism.
 - (D) cyberwarfare.
 - (E) evil twins.
41. Comprehensive security management products, with tools for firewalls, VPNs, intrusion detection systems, and more, are called _____ systems.
- (A) DPI
 - (B) UTM
 - (C) NSP
 - (D) PKI
 - (E) MSSP
42. The Internet enables _____ marketing, by leveraging the fact that there is always some demand, however small, for a product.
- (A) behavioral
 - (B) prediction
 - (C) crowdsource
 - (D) long-tail
 - (E) lead generation
43. _____ is a peer-to-peer market in which participants bet on the outcomes of current events, business, or social trends.
- (A) A futures auction
 - (B) A prediction market
 - (C) A net marketplace
 - (D) Crowdsourcing
 - (E) A private exchange
44. Net marketplaces
- (A) typically consist of a large firm linking to its suppliers and partners.
 - (B) are geared towards short-term spot purchasing.
 - (C) are industry owned or operate as independent intermediaries between buyers and sellers.
 - (D) are more relationship oriented than private industrial networks.
 - (E) focus on continuous business process coordination between companies for supply chain management.

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45. _____ describe the transformation occurring within the lowest level of the data flow diagrams.
(A) Information requirements
(B) Design requirements
(C) Conversion requirements
(D) Technology design plan
(E) Process specifications
46. Which type of systems development is characterized by significantly speeding up the design phase and the generation of information requirements and involving users at an intense level?
(A) JAD
(B) RAD
(C) prototyping
(D) end-user development
(E) traditional
47. In using a portfolio analysis to determine which IT projects to pursue, you would
(A) avoid projects that were very costly.
(B) limit work to those projects with great rewards.
(C) balance high-risk, high reward projects with lower-risk projects.
(D) select only low-risk, high-reward projects.
(E) select the most low-risk projects from the inventory.
48. The criteria used for evaluation in a scoring model are usually determined by
(A) lengthy discussions among the decision-making group.
(B) the IS steering committee.
(C) portfolio analysis.
(D) systems analysts.
(E) project managers.
49. The worth of systems from a financial perspective essentially revolves around the issue of
(A) adherence to information requirements.
(B) the cost of computing equipment.
(C) return on invested capital.
(D) asset utilization.
(E) total cost of ownership.
50. In controlling network traffic to minimize slow-downs, a technology called _____ is used to examine data files and prevent possible threat to cyber security.
(A) high availability computing
(B) network packet broker
(C) application proxy filtering
(D) stateful inspection
(E) capacity stress testing

參考用

