

國立中央大學102學年度碩士班考試入學試題卷

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 4 頁 第 1 頁

資訊管理學系碩士班 丙組(一般生)

本科考試禁用計算器

\*請在試卷答案卷(卡)內作答

選擇題 50 題每題 2 分

In Questions 1-4 find the answers from the following list:

- (a) App (b) BI (c) CRM (d) DdoS  
(e) ERP (f) Facebook (g) Google (h) HTML  
(i) IPv6 (j) JDBC (k) KMS (l) LBS  
(m) MES (n) .NET (o) OOSAD (p) Phishing  
(q) Qwiki (r) RDBMS (s) SCM (t) Twitter  
(u) UML (v) VPNs (w) Wikis (x) Xbox  
(y) YouTube (z) Zynga

- Which of the above terminologies are related to Web 2.0 or Social Network?  
(A) b c e k s  
(B) f g x y z  
(C) f j m t w  
(D) a f q t w  
(E) f t w y z
- Which of the above terminologies emerge during the mobile age?  
(A) a j l  
(B) a b l  
(C) a l q  
(D) a l t  
(E) a l z
- Which of the above terminologies are related to Information Security?  
(A) o r u  
(B) c e s  
(C) d p v  
(D) g h i  
(E) x y z
- Which of the above terminologies are related to Information System Development?  
(A) o r u  
(B) c e s  
(C) d p v  
(D) g h i  
(E) x y z
- The average price of a 3D movie ticket in the city of Taipei is \$350. This is an example of  
(A) data  
(B) information  
(C) knowledge  
(D) metadata  
(E) software
- Which of the following makes it possible to embed images, audio, video, and other elements directly into a document without processor-intensive add-ons?  
(A) CSS  
(B) RFID  
(C) S-HTTP  
(D) OLAP  
(E) HTML5

- The compilation of average 大學學測 scores for students enrolled in your college, along with an analysis of enrollment information and a statistical analysis of these scores compared to competitive schools, is an example of  
(A) business value  
(B) business process  
(C) business model  
(D) business intelligence  
(E) business ecosystem
- Which of the following is an opportunity to find insights in new and emerging types of content, to make your business more agile, and to answer questions that were previously considered beyond your reach?  
(A) big data  
(B) mobile digital platform  
(C) nanotechnology  
(D) virtualization  
(E) multi-core processing
- Which of the following is a model of computing where firms and individuals obtain computing power and software applications over the Internet?  
(A) grid computing  
(B) cloud computing  
(C) autonomic computing  
(D) green computing  
(E) mobile computing
- Which of the following is an example of functional requirements?  
(A) The system should work with any web browser  
(B) The system should load any web page within 3 seconds  
(C) Customers should be able to see their orders after authentication  
(D) The system should comply with the company's policy of buying all PCs and servers from Dell  
(E) The system should be able to search all available inventory in order to determine whether a product can be made by a given date
- The ethical "no free lunch" rule states that:  
(A) if an action cannot be taken repeatedly, then it is not right to be taken at any time.  
(B) one should take the action that produces the least harm or incurs the least cost.  
(C) everything is owned by someone else, and that the creator wants compensation for this work.  
(D) one can put values in rank order and understand the consequences of various courses of action.  
(E) none of the above

參考用

注意：背面有試題

國立中央大學102學年度碩士班考試入學試題卷

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 4 頁 第 2 頁  
資訊管理學系碩士班 丙組(一般生)

本科考試禁用計算器

\*請在試卷答案卷(卡)內作答

參考用

12. The major dimensions of international systems architecture include each of the following except  
(A) the global environment.  
(B) corporate global strategy.  
(C) technology platform.  
(D) transborder data flows.  
(E) none of the above
13. What is the focus of KM?  
(A) creating, sharing, and applying knowledge  
(B) creating explicit knowledge only  
(C) provide a single logical repository for an organization's data  
(D) creating, hiding, and applying knowledge  
(E) borrowing, sharing, and documenting knowledge
14. Sarah recently downloaded a few songs by her favorite artist a month before the artist's album was released. After downloading the songs, she distributed them to all her friends. Which of the following is Sarah doing?  
(A) spamming  
(B) phishing  
(C) pirating  
(D) spoofing  
(E) torrent poisoning
15. 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) query-by-example tools  
(D) SQL  
(E) application reports
16. You visit your local florist to order flowers for a party you were preparing for. The florist, however, did not have the type of flower arrangement you hoped for but the florist was able to immediately find, order, and deliver this arrangement directly to your home from their supplier. What kind of relationship does this represent?  
(A) an information partnership  
(B) a collaborative business  
(C) dynamic communication  
(D) customer sharing  
(E) none of the above
17. If you were fine-tuning your technology solution so that it worked more efficiently than its original form, what decision making phase would you be in?  
(A) implementation  
(B) maintenance  
(C) choice  
(D) continuation  
(E) none of the above
18. BMW is currently creating interactive Web sites that allow one to build and purchase their own unique car. This type of Web site creates what type of business opportunity?  
(A) direct e-sales  
(B) i-purchasing  
(C) consumer specialty purchasing  
(D) specialization  
(E) mass customization
19. OLTP means:  
(A) Online transaction processing  
(B) Online transfer procedure  
(C) Offline transfer procedure  
(D) Offshore limit transport protocol  
(E) Offline technology prototype
20. DSS 指的是  
(A) Design support systems.  
(B) Decision support systems.  
(C) Development support systems.  
(D) Departmental division support.  
(E) Design structure and support.
21. Purchasing by using electronic support is referred to  
(A) E-procurement  
(B) E-empowerment  
(C) E-distribution  
(D) E-purchase  
(E) E-buying
22. 以下何者不是 Salesforce.com 的特色?  
(A) Cloud computing  
(B) E-CRM  
(C) Enterprise software  
(D) PaaS  
(E) BI
23. 以下何者不是 SDLC 的階段?  
(A) Systems planning  
(B) Systems turnover  
(C) Systems analysis  
(D) Systems design  
(E) Systems implementation
24. \_\_\_\_\_ 是將企業某部分過去自行操作的流程，交付另外一方進行。該企業之後將完成的流程向對方當成服務買回。  
(A) Repurchasing  
(B) Offshore sourcing  
(C) Outsourcing  
(D) Insourcing  
(E) Sourcing

注意：背面有試題

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4頁 第3頁  
資訊管理學系碩士班 丙組(一般生)

本科考試禁用計算器

\*請在試卷答案卷(卡)內作答

參考用

25. \_\_\_\_\_是關於工作流程分析或設計的商業管理策略。它的目標是幫助企業重新根本性地檢視其工作，以求徹底的改進。
- (A) Business process management  
 (B) Business process reengineering  
 (C) Business process re-development  
 (D) Business procedure management  
 (E) Business procedure redesign
26. \_\_\_\_\_是一種利用資訊系統，結合低成本的大量生產方法，同時彈性化地配合顧客需求，以生產客製化產品的生產方式。
- (A) Flexible manufacturing  
 (B) Cloud computing  
 (C) Mashup  
 (D) Collective intelligence  
 (E) Mass customization
27. 以下何者的興起與 Web 2.0 無關？
- (A) Mass customization  
 (B) Mass production  
 (C) Social networking  
 (D) Mass collaboration  
 (E) Open business model
28. 下列哪項不是維基 (wiki) 的基本特徵？
- (A) 版本保存  
 (B) 共同協作  
 (C) 版本比較  
 (D) 回溯修正 (revoke)  
 (E) 影音播放
29. 在一般知識管理的討論中，知識外化 (externalization) 指的是
- (A) Tacit knowledge to explicit knowledge.  
 (B) Explicit knowledge to explicit knowledge.  
 (C) Explicit knowledge to tacit knowledge.  
 (D) Tacit knowledge to tacit knowledge.  
 (E) None of the above.
30. 以下何者是正確的 TCP/IP layer 順序？
- (A) Application - Link - Transport - Internet  
 (B) Internet - Link - Transport - Data - Application  
 (C) Link - Data - Transport - Internet - Application  
 (D) Link - Internet - Transport - Application  
 (E) Transport - Link - Internet - Application
31. 在 TCP/IP 中的哪一層 (layer)，負責將 packet 傳送到可能經過的網路？
- (A) Internet  
 (B) Link  
 (C) Application  
 (D) Data  
 (E) Transport
32. 以下哪一項不屬於管理資訊系統的範疇？
- (A) SAP 軟體建置  
 (B) Salesforce.com 的業務員管理  
 (C) 趨勢科技的防毒軟體開發  
 (D) Oracle 的銷售接單  
 (E) 以上皆非
33. 下列哪一些環境或法規的改變，在最近 10 年對資訊管理產生很大的衝擊？
- 甲：IFRS 會計法規改變  
 乙：2000 年千年蟲  
 丙：個人資料保護法實施  
 丁：智慧型手機普及  
 戊：OLAP 觀念擴散  
 己：社群網路興起
- (A) 甲、丙、丁、己  
 (B) 甲、乙、丁、己  
 (C) 乙、丙、丁、己  
 (D) 甲、丙、丁、戊  
 (E) 六項皆是
34. Oracle ERP 系統裡的存貨管理，屬於哪一類系統？
- (A) DSS  
 (B) 交易處理  
 (C) OA  
 (D) OLAP  
 (E) 以上皆是
35. 以下哪一個情境屬於 EIS 的應用？
- (A) 某紡織公司以系統追蹤、分析棉花和原油的國際期貨行情  
 (B) 某上市公司因應金管會要求，會計制度改為 IFRS，採用情境試算模組來決定選擇方案  
 (C) 某貨運公司，利用 GPS 加上動態地圖，追蹤車隊中的每一輛車  
 (D) 依照訂單號碼尋找相關的供應商  
 (E) All of the above
36. The benefits of Software Prototyping are as follows, except:
- (A) The software designer and implementer can get valuable feedback from the users early in the project.  
 (B) The client and the contractor can compare if the software made matches the software specification, according to which the software program is built.  
 (C) It allows the software engineers some insight into the accuracy of initial project estimates and whether the deadlines and milestones proposed can be successfully met.  
 (D) It can be an effective way by which precise user requirements can be collected.  
 (E) Through prototyping, the project team can better comply with the SDLC rules.

注意：背面有試題

國立中央大學102學年度碩士班考試入學試題卷

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 4 頁 第 4 頁  
資訊管理學系碩士班 丙組(一般生)

本科考試禁用計算器

\*請在試卷答案卷(卡)內作答

參考用

37. 以下哪一個方法不是重要的系統分析工具?  
(A) SQL  
(B) UML  
(C) IDEF  
(D) 實體關係模型 (E-R modeling)  
(E) 結構化分析的 Bubble chart
38. 以下的陳述，凸顯哪一個觀念?  
「每次小考，我背的書都能記得。但是，爲了應付今天早上的學期考試，我昨天晚上特別開夜車把筆記都背下來了。結果，考試時大部分都記不起來！」  
(A) 疲倦時無法有效做事  
(B) 心不在焉  
(C) 記憶衰退  
(D) 資訊超載  
(E) 以上皆非
39. 以下陳述，顯示該生犯了除了哪一項之外的錯誤?  
「我要跳樓了！我的論文寫了 90 頁，結果電腦硬碟掛掉了，我只剩下兩星期前的紙本。沒力氣了！花錢找人重打，但這兩星期改的內容很多都想不起來了！」  
(A) 缺乏資料復原計畫  
(B) 沒有進行資料備份  
(C) 風險管理意識不足  
(D) 沒有做硬體更新  
(E) 沒有落實資訊安全規劃
40. 以下針對 CMMI 的陳述，哪一項最不正確?  
(A) CMMI is a process improvement approach.  
(B) CMMI can be used to guide process improvement across a project, a division, or an entire organization.  
(C) CMMI is a core concept in SDLC project management.  
(D) CMMI processes are rated according to their maturity levels, which are defined as: Initial, Repeatable, Defined, Quantitatively Managed, and Optimizing.  
(E) CMMI levels generally reflect the potential software quality of a project.
41. 以下哪一項的技術最不適合進行資料的快速收集?  
(A) QR-code.  
(B) RFID  
(C) 手寫辨識  
(D) Bar code.  
(E) NFC
42. 以下的哪一項對關連式資料庫正規化的陳述最不正確?  
(A) 未做到 3NF 的資料表，不容易正確地建置  
(B) 未做到 3NF 的資料表，容易產生刪除和更新異常  
(C) 有時爲了執行效率，需要進行去正規化的動作  
(D) 正規化後，資料表的數目通常會增加  
(E) 對 3NF 的資料表做查詢時，需要更多的 join 動作
43. 企業中，資訊長的角色通常不包括：  
(A) 管理變革  
(B) 進行資訊資源的規劃  
(C) 觀察資訊科技發展、尋找有潛力的應用  
(D) 資訊科技策略管理者  
(E) 撰寫程式
44. 以下哪一項不是大型企業資訊系統取得的主要方法：  
(A) 資訊部門自行開發  
(B) 由各使用單位自行開發  
(C) 採用雲端的系統  
(D) 購買套裝軟體  
(E) 委由外部資訊公司開發
45. 以下哪一項不是資訊科技快速發展，對企業帶來的改變壓力：  
(A) 網路速度越來越快  
(B) 時間空間概念的壓縮  
(C) 競爭對手採用資訊科技促成的創新  
(D) 知識密集的業務利用新科技能更有效達成  
(E) 企業之間的界線趨於模糊
46. 以下哪一項不是資訊倫理的重要種類：  
(A) 隱私權  
(B) 取用權  
(C) 資訊正確性  
(D) 發言權  
(E) 所有權 / 財產權
47. 以下哪一項不是資訊科技發展下，社會的重大改變：  
(A) 生活品質衝擊  
(B) 購物習慣改變  
(C) 人口流動加快  
(D) 人際關係變化  
(E) 全球化、文化融合
48. 以下哪一項不是企業間供應鍊電子化的重要課題：  
(A) e-Procurement  
(B) e-Logistics  
(C) e-Design Collaboration  
(D) e-Forecasting  
(E) e-Advertising
49. 以下哪一項不是支援知識工作者的重要系統：  
(A) 群組合作系統  
(B) 現場管理系統  
(C) 專家系統  
(D) 視訊會議系統  
(E) 文件協同系統
50. 以下哪一項，不是一般 ERP 系統的核心功能：  
(A) 產品生命週期管理 Product Lifecycle Management  
(B) 物料清單 Bill of Material  
(C) 會計總帳 General Ledger  
(D) 成本會計 Cost Accounting  
(E) 應收帳款分析 Analysis of Account Receivables

注意：背面有試題